

# LIFE

## THE WORLD'S GREAT RELIGIONS

PART III

### RELIGION IN THE LAND OF CONFUCIUS



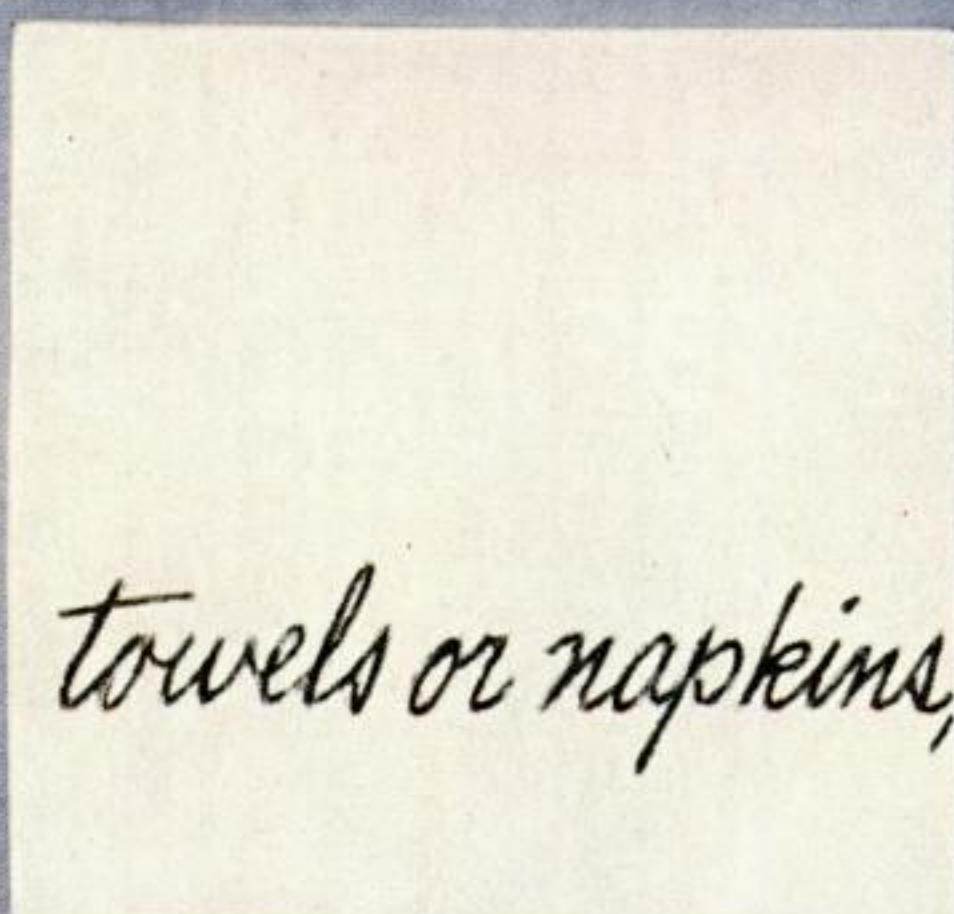
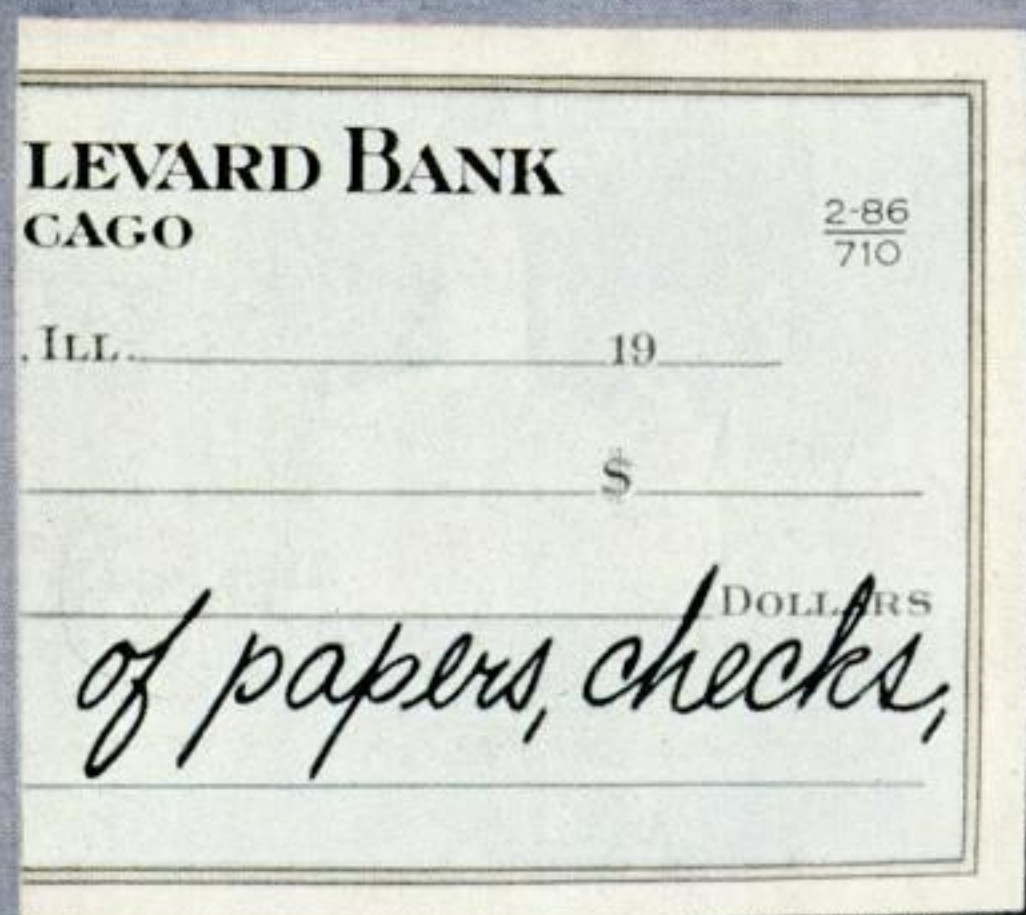
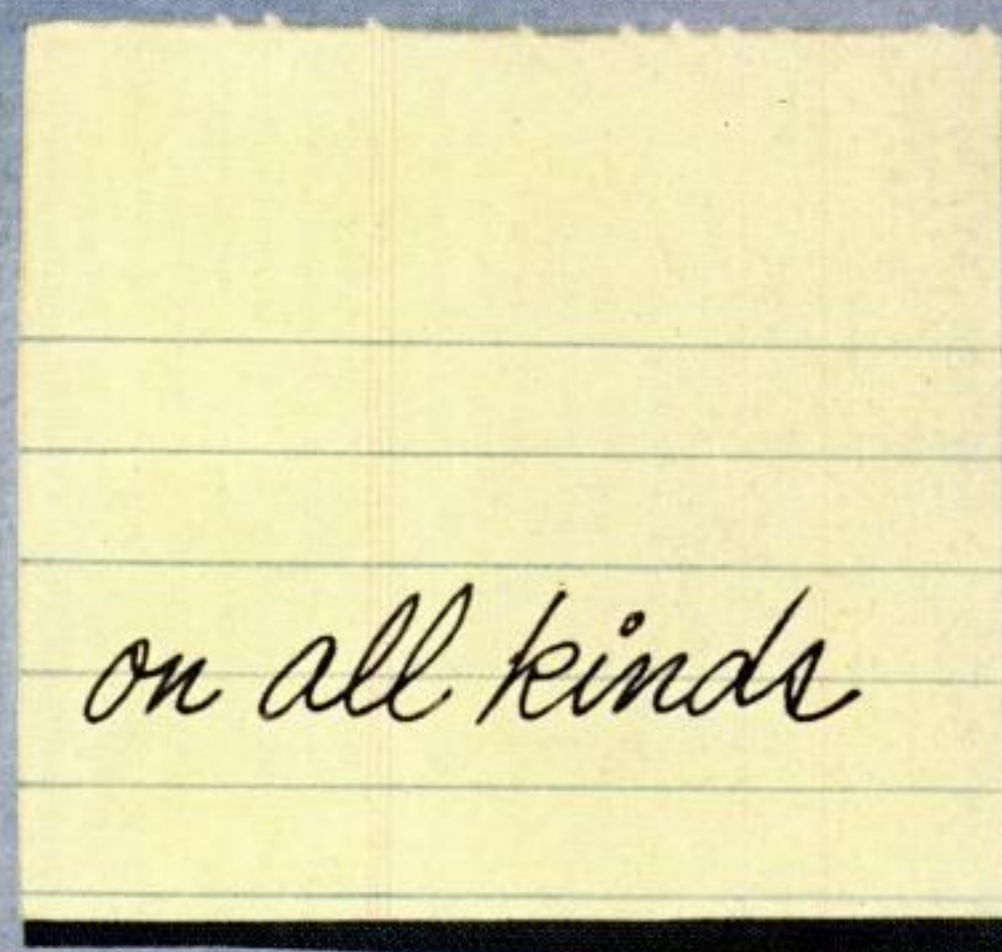
EARTH GODS'  
FESTIVAL BOATS

20 CENTS

APRIL 4, 1955



# The Parker touch



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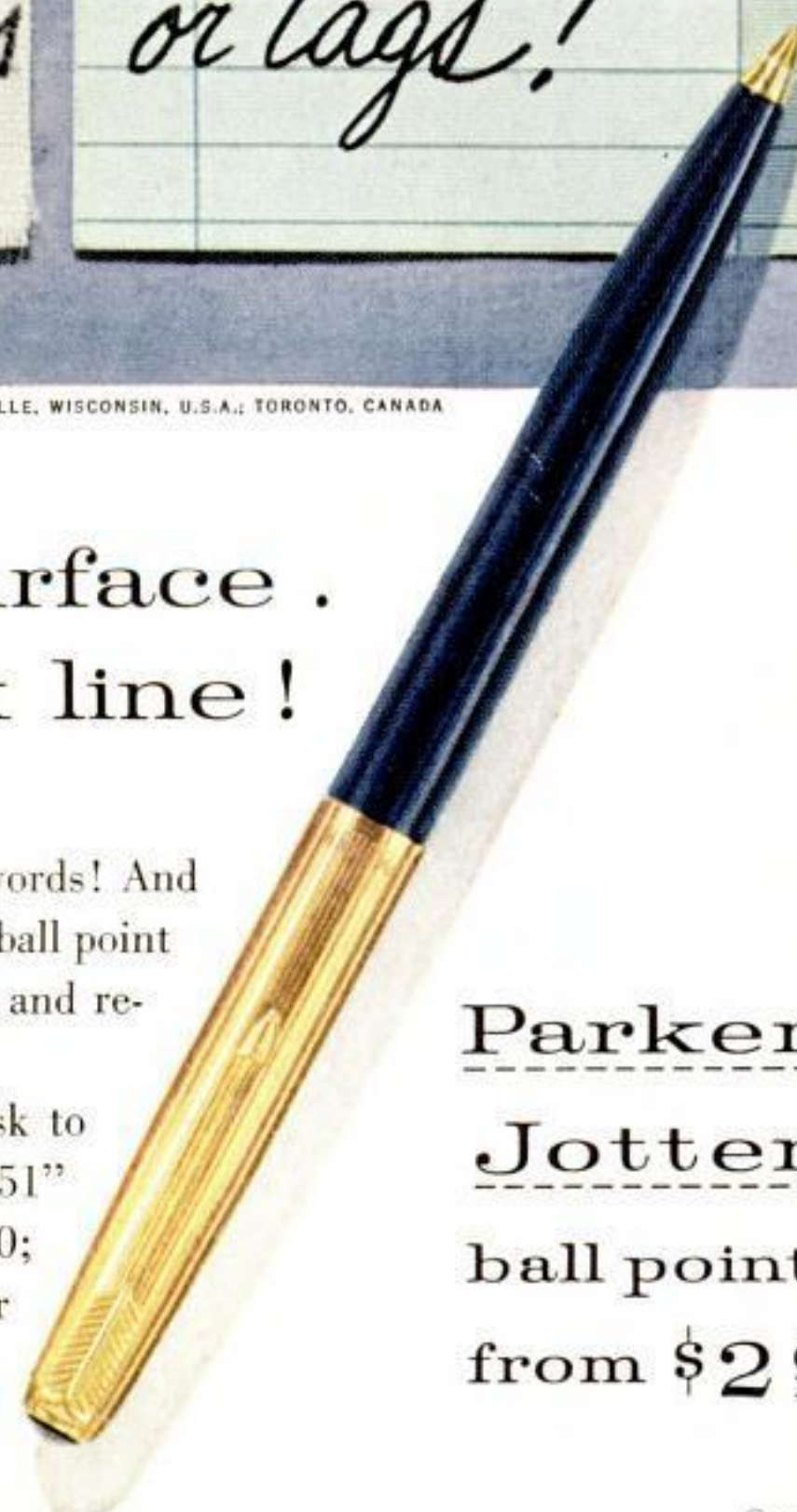
Try it! Touch it to any writing surface.  
New ball point writes a clear, dark line!

This is good news—especially if you've had trouble with ball points that balk at writing on this or that kind of paper. With finer craftsmanship and improved ink, Parker has developed the Jotter—a ball point that lets *you* decide where it will write. And that's anywhere!

A sure touch is only one of the Jotter's virtues. With a choice of four point sizes from broad to extra fine, it's the only ball point that writes your way. A

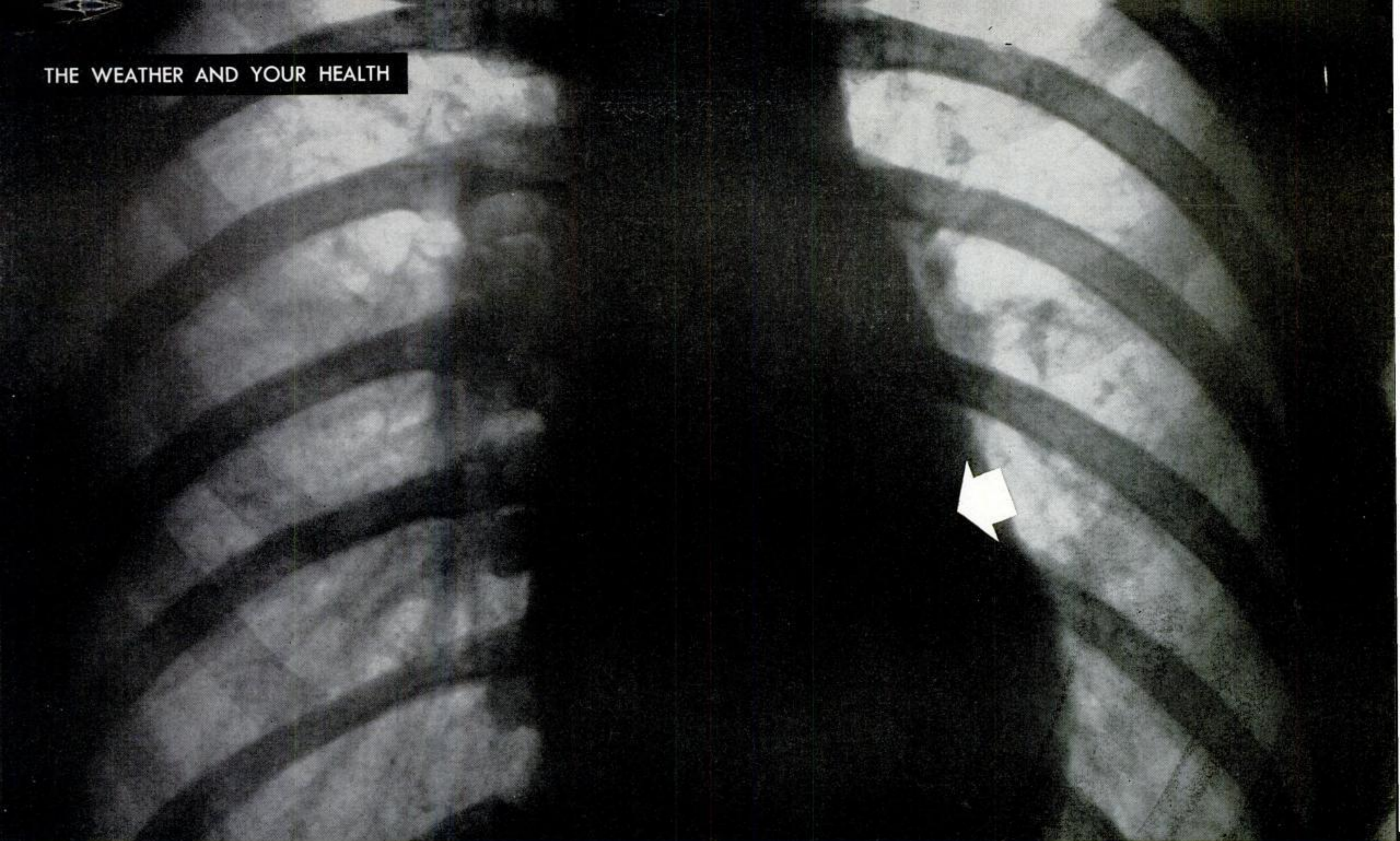
single cartridge will write nearly 400,000 words! And the new Parker "51" Jotter has no telltale ball point button. Its handsome *sliding* cap extends and retracts the point.

Stop at the nearest pen counter and ask to see and try this remarkable new Parker "51" Jotter ball point. With Lustraloy cap, \$5.00; gold-filled cap (illustrated) \$8.75. Other Jotter ball points, \$2.95 up.



**Parker**  
**Jotter**  
ball point pens  
from \$2 95





Actual unretouched X-Ray of the human heart

# THIS IS YOUR HEART

*How hard does it work when the temperature goes to 95°?*

JUST NORMAL ACTIVITY in 95 degree heat can put as much strain on your heart as shoveling snow in winter!

That's why a Philco air conditioner protects your health while bringing you cool comfort and restful sleep on hot, humid days and nights. It eases the strain on your heart—filters out lung-damaging fumes, dust and smog—guards the young against hot weather rashes and prickly heat—helps old folks conserve their strength—brings amazing relief to many hay fever and allergy sufferers.

## **Philco Leads Again for 1955**

Again in 1955 the most advanced developments in room air conditioning are here from Philco, the leader. The exclusive *Comfortimer*—automatically turns the unit on and off; exclusive

**NEW PHILCO DESIGN: JUST PUSH A BUTTON TO COOL, HEAT OR VENTILATE.** For America's most advanced air conditioner, see this Philco 106-M. It's just one of a wide choice of new models in many sizes with sweeping advances for 1955.



*Automatic Temperature Control*—regulates cooling with continuous humidity removal; revolutionary *Activated Charcoal Gas-Mask Type Filter*—purifies the air you breathe; models that *Heat* as well as *Cool*; models to *solve* the casement window problem. Plus 18 years of leadership in dependability and performance.

## **Mail Coupon Below for Free Booklet**

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## **PHILCO<sup>®</sup>** **Air Conditioner**



Philco Air Conditioners, Dept. T-4  
Post Office Box 570, New York 46, N. Y.

Without obligation, tell me more about the effect of heat on the heart, protection against smog, hay fever relief, and related subjects. Mail me FREE booklet, "*The Weather and Your Health*".

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Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

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☐ Check here if you would like a free air conditioner survey of any room or office.



## A great career nears end

As Winston Churchill seems ready to retire, LIFE uses his own memorable words to record the highlights of a long, historic life.



WINSTON CHURCHILL

## The faiths of China

Third in LIFE's series on world religions shows how a nation's system of ethics conflicts with the policies of its new Red masters.



CHINESE RITUALIST

## 'Peter Pan' in color

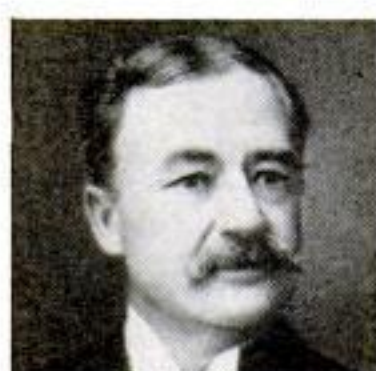
Mary Martin flies the lead role on TV. Most of its audience—half the country—saw it only in black and white. LIFE shows how it looked in color.



"PETER PAN" ON TV

## Melee at 'Monkey Ward's'

Chairman Sewell Avery digs in for a bitter proxy fight against business prodigy Louis Wolfson for the control of a mail-order giant.



ORIGINAL WARD

## Is this Stanky's year?

The St. Louis Cardinals, whose booming offense last year was undercut by a pitiful defense, undergo repairs under a "reformed" manager.



EDDIE STANKY

## Farmyard tricks for treats

At the I.Q. Zoo psychologists working on new methods of animal training teach chickens to walk a tightrope and pigs to take a bath.



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*Longines*

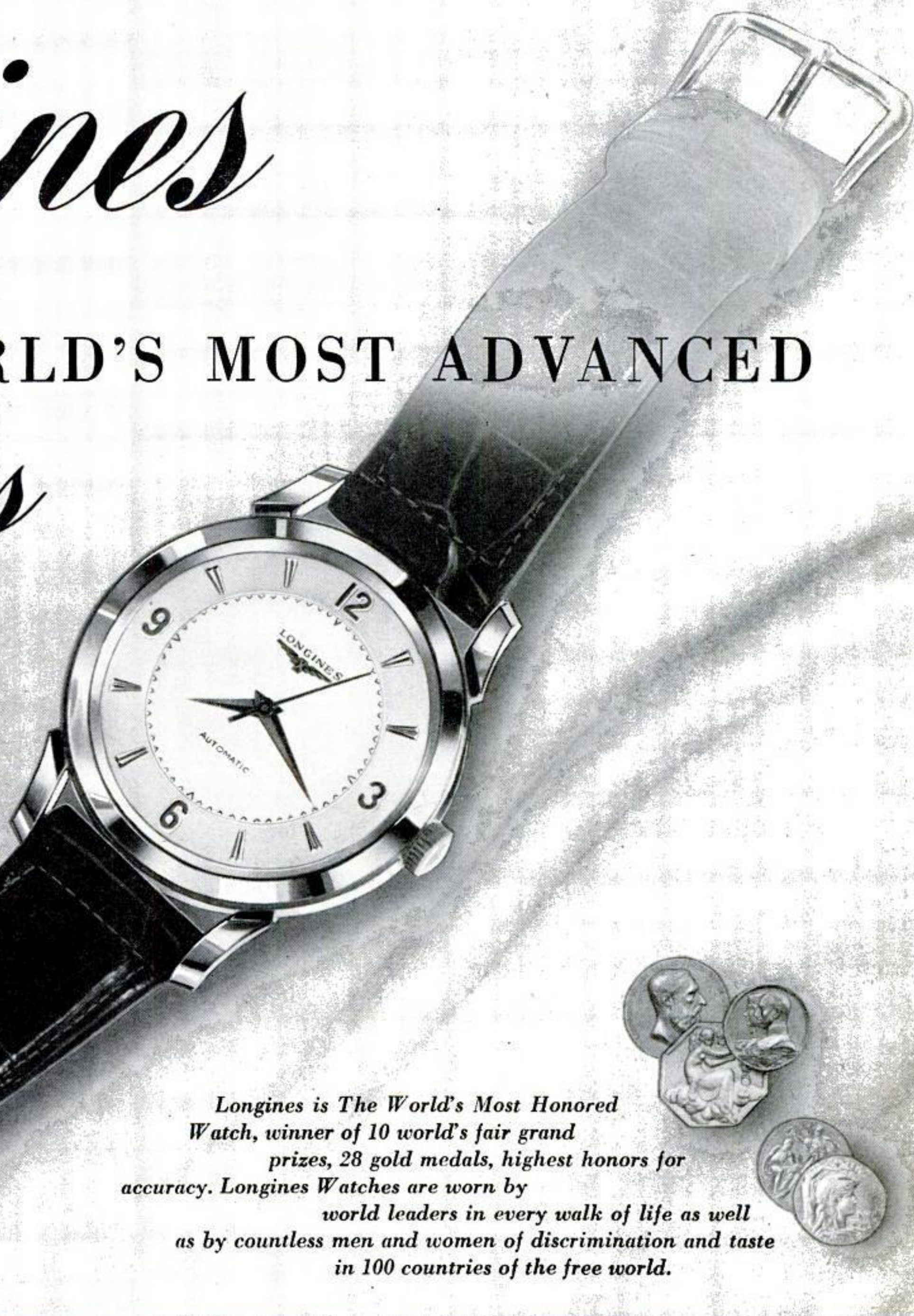
MAKES THE WORLD'S MOST ADVANCED

*Automatics*

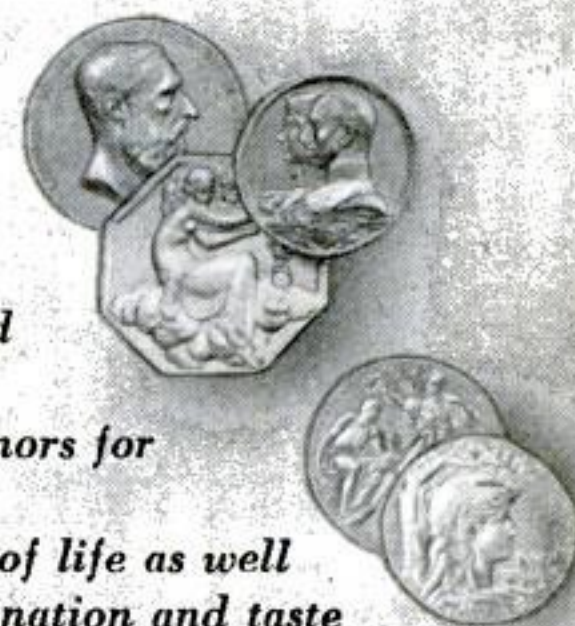
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Longines Medallion Automatic. Shock-resistant, unbreakable mainspring. Sweep second hand. Smartly styled dial. Gold-filled. \$99.50

Longines Marathon Automatic. Shock-resistant, waterproof\*, unbreakable mainspring. Sweep second hand. Luminous dial. Gold-filled. \$105

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\*So long as crystal, back and stem are intact  
All Prices Include Federal Tax

*Longines-Wittnauer Watch Co., Inc.*

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER





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**The Caretaker, 20" Self-Propelled Trimmer.**  
With side discharge for even distribution  
of grass clippings.

**The Lawn Marksman, 20" Self-Propelled  
reel type mower.**

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Trimmer. Has side discharge for even  
distribution of grass clippings.**

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products give home comfort

**Time-savers, work-savers all!** Millions of today's smart homeowners are joining the trend to easier and more pleasurable living with modern new ways to finish up chores in a jiffy. A Homko power mower is your outdoor team-mate for simplified lawn care. Powered by a dependable Briggs and Stratton engine, it quickly and easily turns greenery into scenery. Whether you choose a Homko reel or rotary mower, you'll get surging, quick finishing power that will create more leisure time for you. Discover the proof of Homko's superb mowing for yourself when you survey the carpet-like beauty of your freshly cut lawn.

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Homko power mower dealer today . . .  
he has a Homko that's just right for your lawn.



**The Lawn Traveler. Advanced New  
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**20" and 24" Lawn Sweepers** new, All-Purpose,  
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**New Lawn Scout 5" Hand Electric Trimmer.**

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# Pixie Pie

turns husbands into  
sweethearts (and vice versa!)



It's irresistible! Baker's Chocolate gives the fluffy filling its delectable flavor . . . and Baker's Coconut makes the crunchy, easiest-ever crust!

- |   |   |
|---|---|
| 1 envelope (1 tablespoon)                   | $\frac{3}{4}$ cup water                 |
| Knox Unflavored Gelatine                    | 2 squares Baker's Unsweetened Chocolate |
| $\frac{2}{3}$ cup sugar                     | 3 egg yolks, slightly beaten            |
| $\frac{1}{4}$ teaspoon salt                 | 3 egg whites, unbeaten                  |
| $\frac{3}{4}$ cup undiluted evaporated milk | 1 teaspoon vanilla                      |

Mix thoroughly gelatine,  $\frac{1}{3}$  cup of the sugar, and salt in saucepan. Add evaporated milk, water, and chocolate. Stir over medium heat until chocolate is melted and gelatine dissolved. *Do not boil.* Blend

with egg beater. Pour slowly over egg yolks, stirring constantly. Return to saucepan; cook and stir until thickened (about 3 minutes). Cool 15 minutes.

Beat egg whites until foamy. Add remaining sugar gradually, beating to stiff peaks. Blend in chocolate mixture. Add vanilla. Spoon into crust. Chill until firm. Garnish with whipped cream. Dribble with mixture of  $\frac{1}{2}$  square Baker's Unsweetened Chocolate melted with  $1\frac{1}{2}$  tablespoons light corn syrup.

**Crust:** Spread 2 tablespoons soft butter evenly on bottom and sides of 9-inch pie pan. Sprinkle  $1\frac{1}{2}$  cups (4-ounce package) Baker's Coconut into pan and press evenly into butter. Bake in slow oven (300°F.) 15 to 20 minutes, or until golden brown. Cool.



Baker's Chocolate and Baker's Coconut are products of General Foods

Chocolate makes it good—Baker's makes it best

This One



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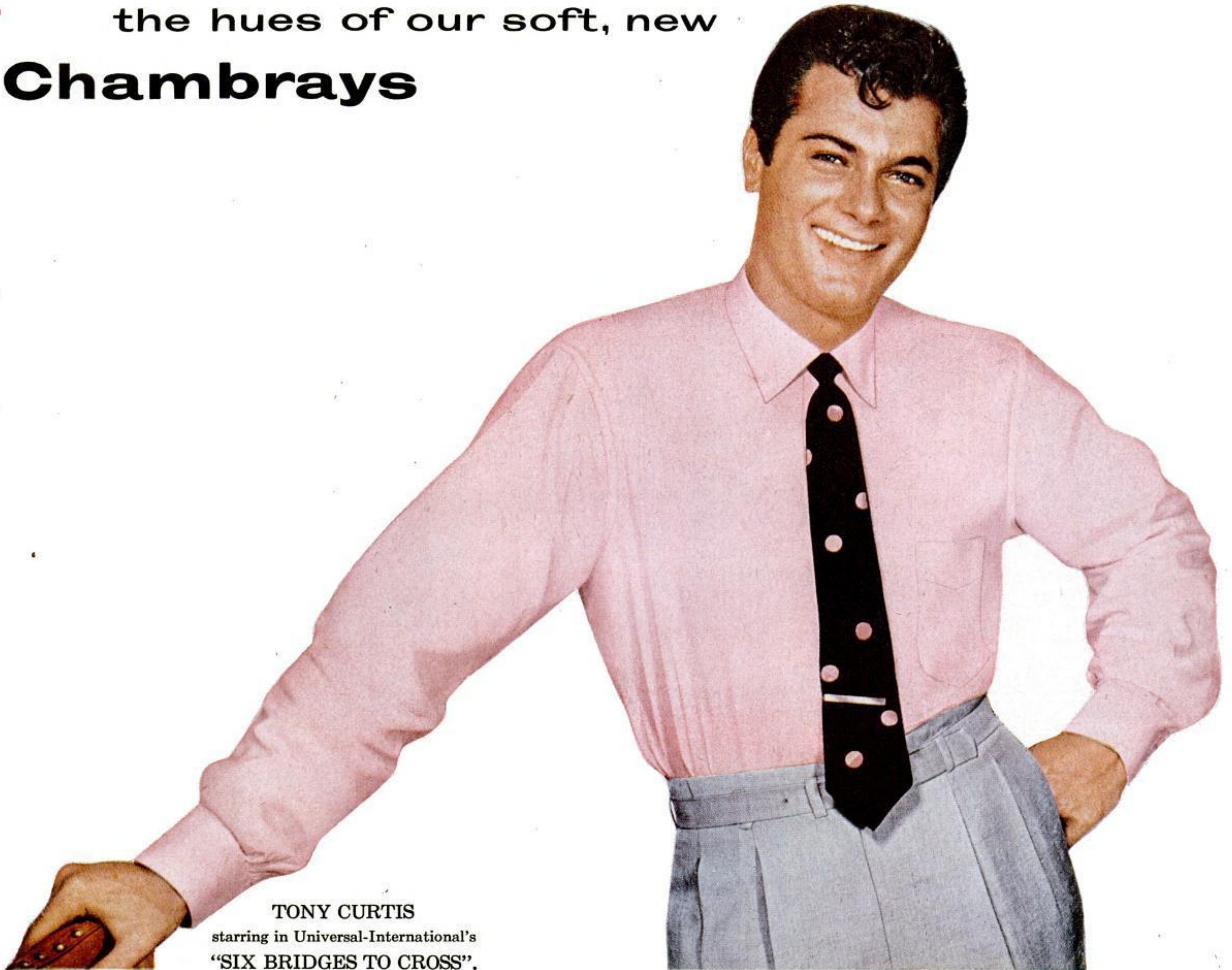


A sunrise at Italy's Lake Como is the most colorful sight in the world. We captured one for you in new "continental colors"—like Adriatic Blue, Genoa Lemon. Translated them into luxuriously soft, washable chambray. These new spring shirts, with ties and handkerchiefs to match, will lead the Easter Parade. The effect is so rich, it's hard to believe they cost so little.



Como Chambray Shirts, \$3.95 Van Heusen Shirt-Mate Ties, \$1.50 Matching Handkerchiefs, 50¢

From a Lake Como dawn...  
the hues of our soft, new  
**Chambrays**



TONY CURTIS  
starring in Universal-International's  
"SIX BRIDGES TO CROSS".

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TO THE LAST NOTE!**

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**IMPORTANT:** These are NOT mere "highlights" or "condensations", but are the COMPLETE musical masterpieces described below.



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## NO STRINGS ATTACHED!

Without any obligation ever to buy a record from us —  
you can now take advantage of this Unique Free Offer!

**N**OW YOU can get a real start on a complete record collection! Yes, you get ALL TEN of these great masterpieces—complete to the last note—and PAY NOTHING but the cost of postage. Just imagine—ALL TEN complete masterpieces—absolutely FREE! Of course, this sensational Free Offer bears no relation to the value of the recordings. These ten masterpieces would cost you many dollars at retail prices, in recordings of equal quality.

### Why We Make This Amazing Offer

Actually, we were FORCED to make this "give-away" offer... for two reasons.

(1) Only by putting our recordings in your hands can we convince you of their extraordinary tonal quality. Performed by internationally-renowned orchestras, conductors and soloists. Custom-pressed on purest vinyl plastic. Reproduced with a fidelity of tone which encompasses the entire range of human hearing... 50 to 15,000 cycles!

(2) We want to show you how our new Trial Membership Plan works. As a Trial Member, you are not obligated to buy any recordings from us—now or later! You do, however, have the right to try—free of charge—any of the Society's monthly selections which interest you. You receive prior notice of these. You pay nothing in advance. And you are not obligated to keep those you try... even after you have played them and read the interesting music notes which accompany each selection. You pay only for those which you decide you really want to own—after having tried them. And for these you pay only the low Member's Price of \$1.65 per long-playing disc, embodying on the average about 40 minutes of music by the great masters. At retail, similar records would cost more than double this bargain price!

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Think how much beauty and serenity these recordings will add to your life—at a trifling cost. Think how they will set your family apart as one interested in the better things of life. Think what a cultural advantage your children will gain by having great music as an everyday inspiration.

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"Excellent series of records!"  
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## MOZART

Symphony No. 26 in E Flat, K. 184  
Netherlands Philharmonic Orch., Otto Ackermann, Cond.

## BEETHOVEN

Piano Sonata No. 24 in F Sharp, Opus 78  
Grant Johannesen, Pianist

## BRAHMS

The Academic Festival  
Utrecht Symphony, Paul Hupperts, Conducting

## BERLIOZ

The Roman Carnival  
Netherlands Philharmonic Orch., Walter Goehr, Cond.

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Concerto in C for Two Trumpets and Orchestra  
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Die Meistersinger, Prelude, Act 1  
Zurich Tonhalle Orch., Otto Ackermann, Conducting

## BACH

Tocatta and Fugue in D Minor  
Alexander Schreiner at the Organ of the Tabernacle  
Salt Lake City

## DUKAS

Sorcerer's Apprentice  
Utrecht Symphony, Paul Hupperts, Conducting

## MOUSSORGSKY

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Netherlands Philharmonic Orch., Walter Goehr, Cond.

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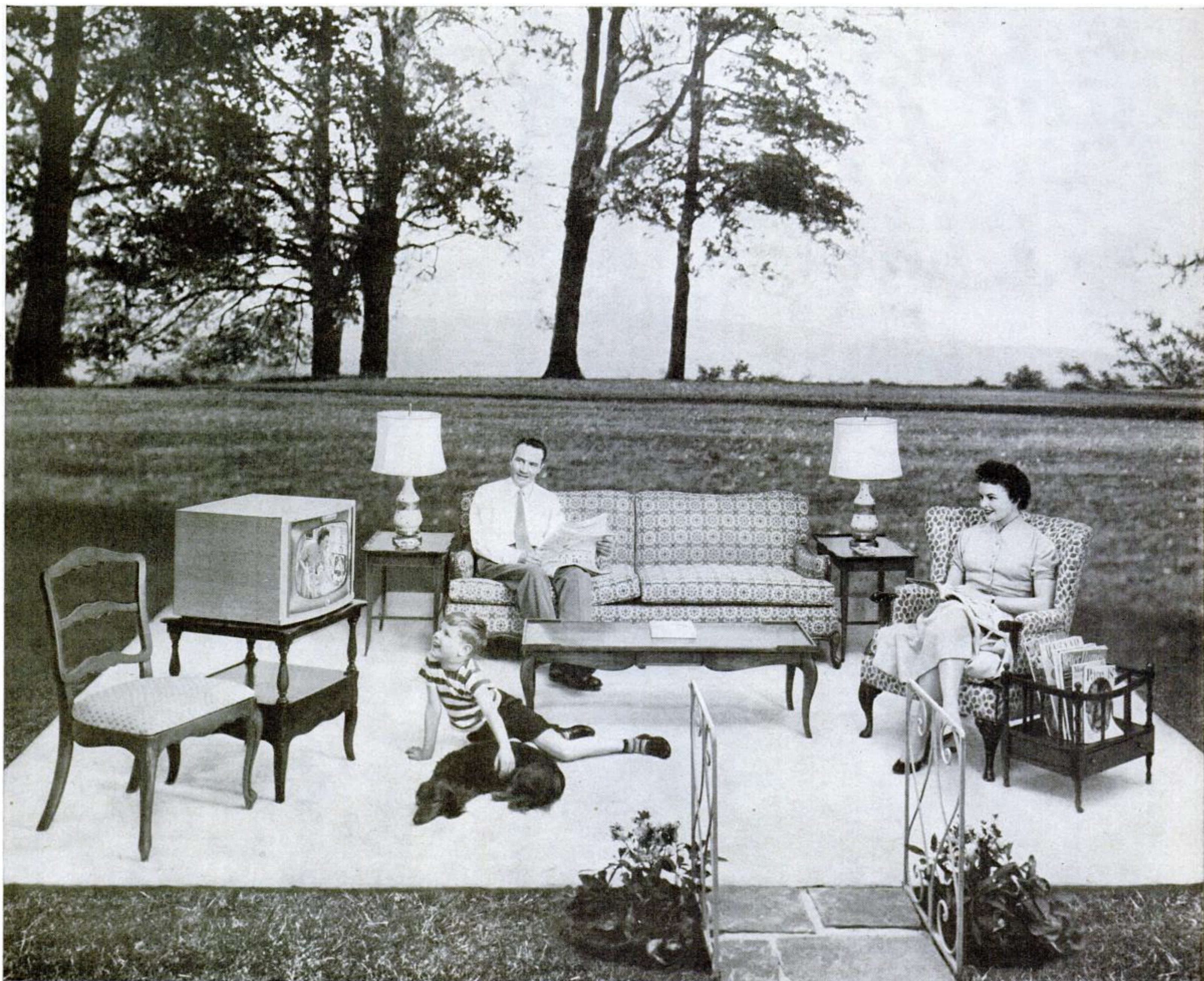
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If so, now's the time to consult an insured Savings and Loan Association.

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*No wonder more Americans go to insured Savings and Loan Associations for home mortgages than anywhere else!*

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When you open a savings account you get all the advantages of excellent returns . . . plus friendly and convenient service. And your savings are *safe*. They are protected by sound management and substantial reserves. They are insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation—an agency of the U. S. government.

For a home loan or to open a savings account, why not drop in at the nearest insured Savings and Loan Association? You'll be glad you did!

### **SAVINGS AND LOAN** FOUNDATION

The Savings and Loan Foundation, Inc., is an organization of insured Savings and Loan Associations from coast to coast—dedicated to the preservation of democracy through thrift and home ownership in every American community. Address: 1111 E Street N. W., Washington, D. C.



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want the best!*



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Petrox is entirely different from any other gasoline additive. It is an *all-petroleum* element — *not* an inorganic chemical that leaves harmful deposits.

Petrox gives you more *power* because it cuts deposits that *waste* power. Petrox gives you engine *protection* because it leaves a fine, tough film on every engine part it touches. That's about 123 parts in all. The result? Up to 60% more engine life, and more miles per gallon. That's been *proved* . . . in millions of test miles.

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**TEXACO DEALERS** in all 48 states

Texaco Products are also distributed in Canada and Latin America

TUNE IN . . . TEXACO STAR THEATER starring JIMMY DURANTE or DONALD O'CONNOR on television, Saturday nights, NBC . . . METROPOLITAN OPERA radio broadcasts on Saturday afternoons, ABC.



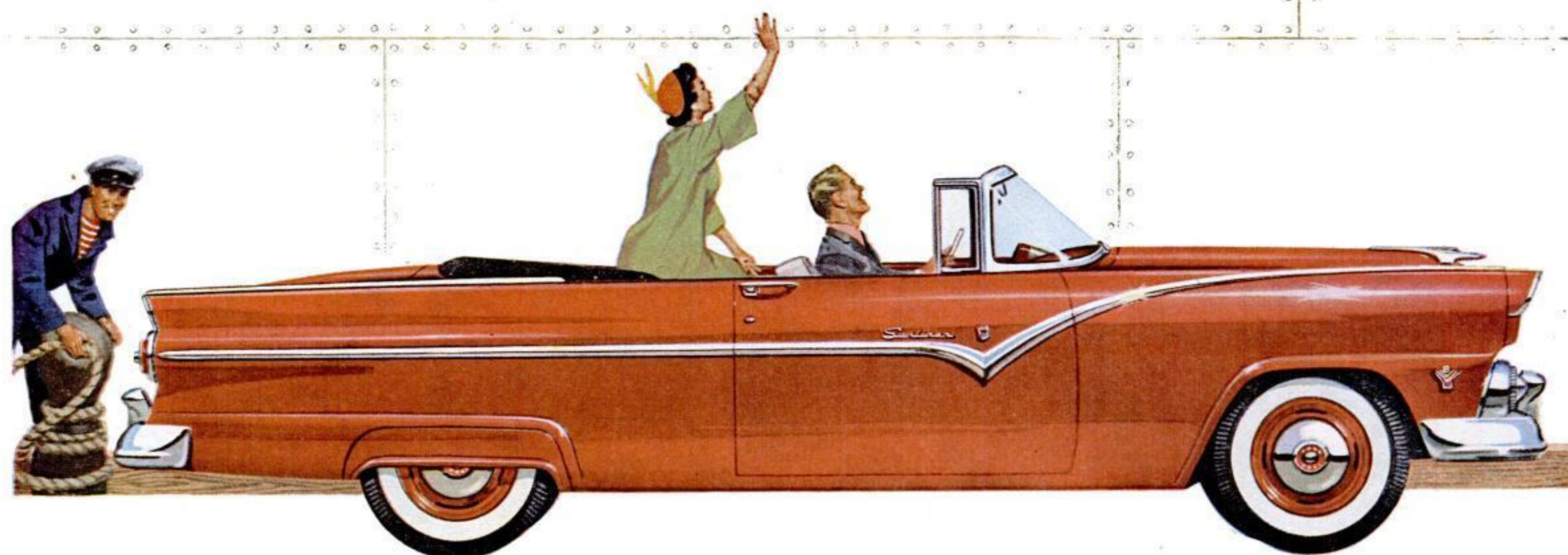


# You travel first class at no extra fare

"Must try that  
Trigger-Torque Power"



"Ford's our  
next car"



## ...in the '55 FORD

*Welcome aboard the '55 Ford.* It's your passport to the smoothest sailing on the road.

*Slip behind the wheel* of any of the 16 new body styles. Surround yourself with beauty from the sweeping wrap-around windshield to the flat, ship-shape rear deck. Any Ford you fancy carries the flair of Thunderbird styling from

stem to stern—and a score of other new features as well.

*Put your foot down*—and breeze away in a surge of Ford's Trigger-Torque power. Here's power with far more "wheel push"... power so alert to safety's demands, that it responds with split-second alacrity. Three new and mighty engines are yours to command: The Y-block

V-8; Y-block Special V-8 (available on Fordomatic-equipped Fairlane and Station Wagon models); and the I-block Six... most modern Six on the road.

*Don't mind if heads turn* for another look at you. It's the compliment every first-class traveler receives. So don't miss the boat. Drop in at your Ford dealer's this very day!

*Treat yourself to a Trigger-Torque Test Drive!*



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## AMERICA'S Mother-and-Child FAVORITE

Approved By More Doctors  
Than Any Other Brand!

Each tablet of St. Joseph Aspirin  
For Children is 1¼ grains, the pre-  
ferred standard of accurate dosage  
measure. Children like the pure  
orange flavor. Your own doctor will  
tell you this specialized tablet is  
made to best fit your child's needs  
in size, flavor and dosage. Never  
accept a substi-  
tute. Look for  
the famous name  
—"St. Joseph".

World's Largest  
Selling Aspirin  
For Children

A PLOUGH PRODUCT

ST. JOSEPH  
ASPIRIN  
FOR CHILDREN  
ORANGE FLAVOR  
¼ ADULT DOSE

Get the  
BEST  
For LESS

St. Joseph  
ASPIRIN

For Your  
Family's  
Regular  
Aspirin  
Needs...

200 Tablets 79c • 100 Tablets 49c • 12 Tablets 10c



This New York model  
is beautiful and blonde and she thinks  
every woman should style her hair  
to suit her face. Correctly, she wears  
a sophisticated style and says,  
"I'd have a hard time keeping it like  
this without this new home permanent  
— Very Curly Lilt. It gives my hair  
the extra body and deeper wave for  
the sculptured look I like and  
keeps these little end curls firmly  
in place without making them look  
frizzy." Read about the three  
new Lilt Permanents—Loose-Casual,  
Medium or Very Curly Lilt—  
on pages 42 and 43.  
The Procter & Gamble Co.

# You Love...



## Lipstick that really Lasts!

That keeps lips bright as a red rose, hour  
after hour—never leaves a trail on cups,  
napkins, OR the object of your affections.

**Creamy-smoothness!** You want your  
lipstick to be extra rich in pure,  
SUPER-LANOLIN . . . to keep lips silky-soft,  
moist, young-looking!

**Newest, prettiest fashion colors . . .** in a  
wide range of clear reds, blue reds,  
pinks, roses!

That's why Cutex Lipstick is made to order for  
you! And as for price, Cutex "shines" again!  
You'd expect to pay a dollar or more . . . but  
Cutex Lipstick is miracle-priced at just 59¢.

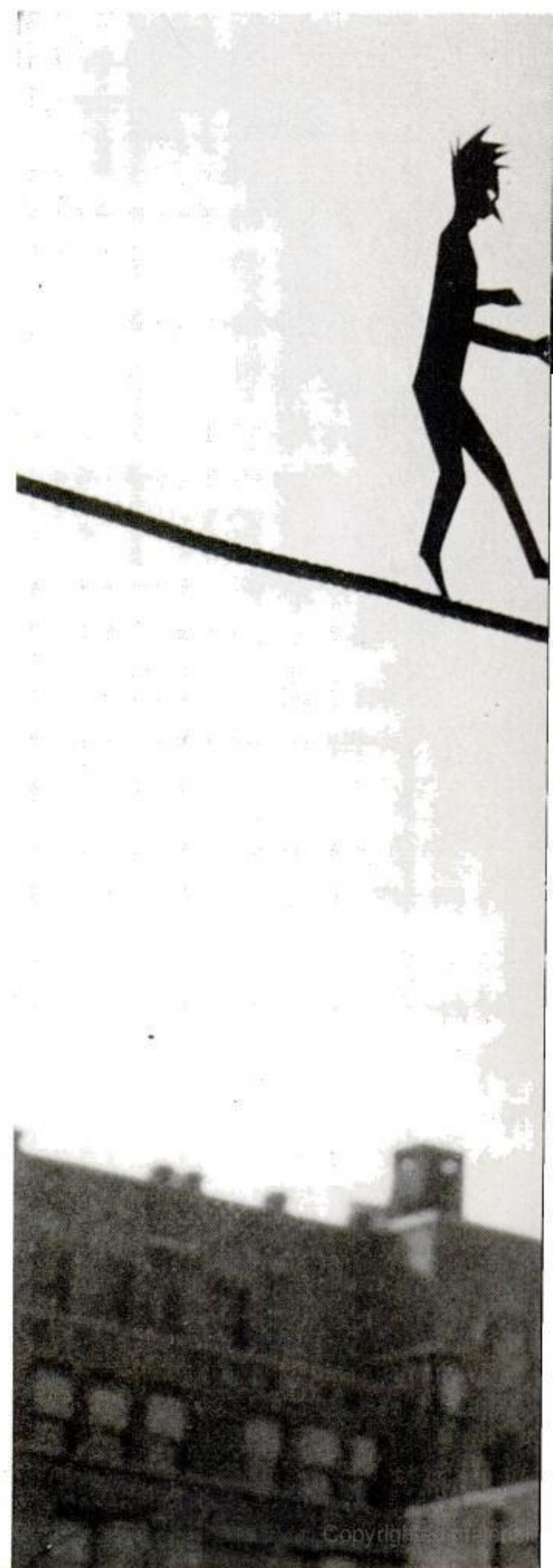
why pay more?

# CUTEX



for matching fingertips . . .  
**CHIP-PRUF CUTEX**  
Proven America's best-wearing  
nail polish. In the safe Spillpruf  
bottle, 25¢. Prices plus tax.









## Windows on a World

CAMERA INSIDE SEES  
ODD ANTICS OUTSIDE

William Binzen Jr. of Montclair, N.J., art director of an advertising agency, has built up a collection of fantastic photographs, almost all made without stepping outside his office or home. From the window of his office in New York he has caught a couple of joyous lunatics (*far left*) jumping off an eighth-floor cornice and a wind-blown tightrope walker (*left*) tip-toeing his way across Fifth Avenue. From his Montclair living room he has shot an old-style bell ringer (*above right*) and a nonchalant construction worker (*right*) riding a cable.

But Binzen's prize picture is one he made of two out-of-season divers plunging into the Hudson River (*above*) which he took through his car window one cold winter day. To see how Binzen got his pictures, turn the page.

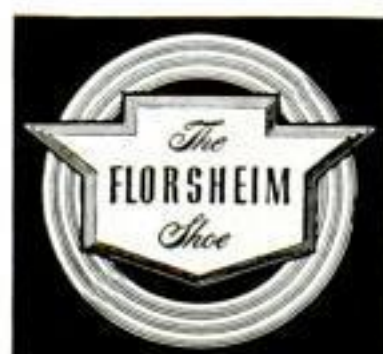




*The NEW Look*  
in  
*Florsheim*  
**\*LOTOPS**  
*...Nulon Mesh*

The new in nylon mesh is Florsheim NULON, a lighter, finer, silkier mesh—more porous for cool comfort afoot during the warm days ahead! Combined with calf in a wide variety of new LOTOP styles exclusive in Florsheim Shoes!

*\*If it isn't a Florsheim  
it isn't a LOTOP*



*The BRISTOL, S-1560;  
charcoal brown calf  
and NULON mesh LOTOP.*

Most Florsheim Styles  
**\$17<sup>95</sup>** and higher



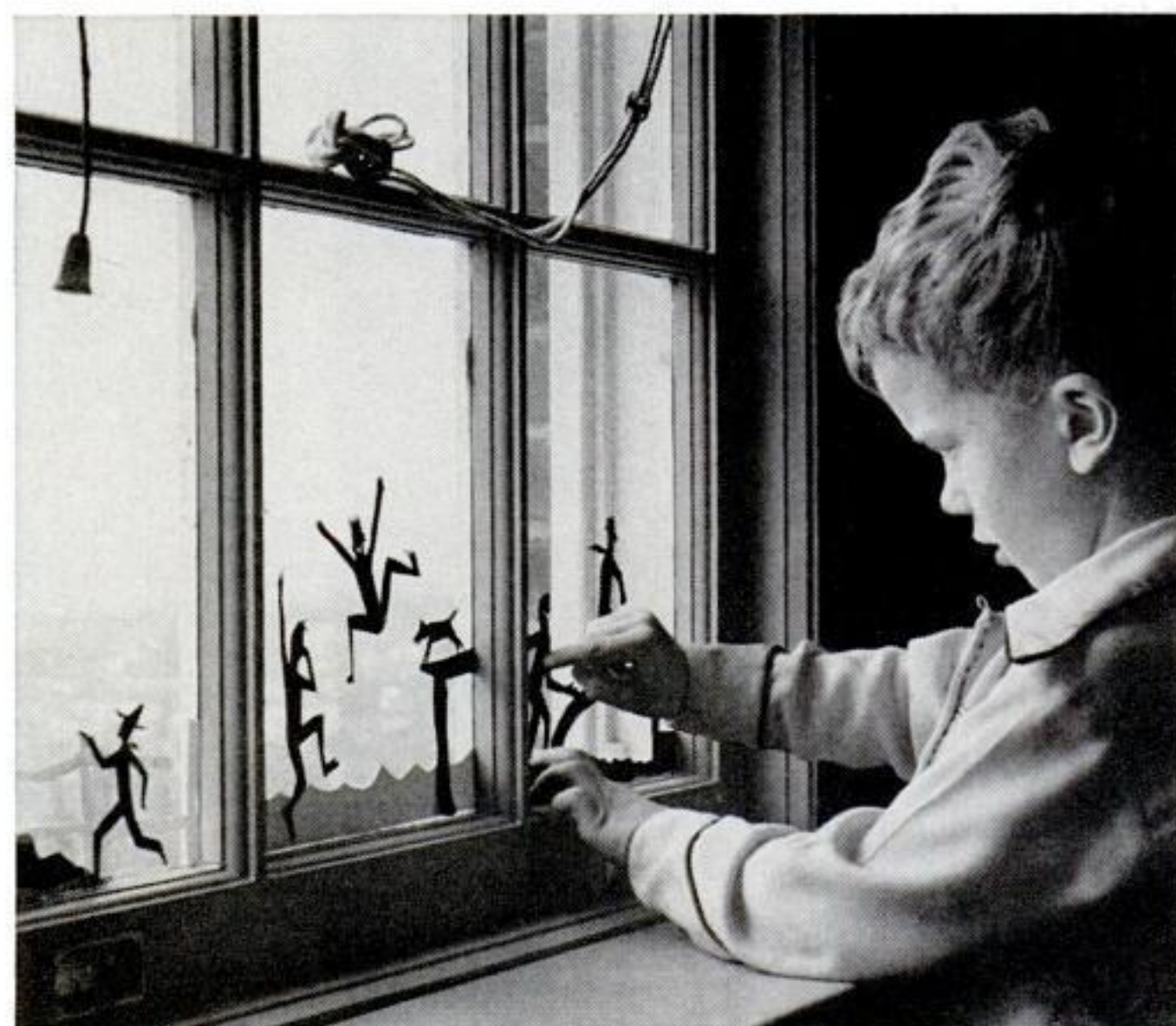
*The Florsheim Shoe Company • Chicago 6 • Makers of fine shoes for men and women*

WINDOWS ON WORLD CONTINUED

## PASTE-UPS FROM CUTOUTS



**FISHERMAN PICTURE**, like those on the preceding pages, was made by pasting cutout figures on a window and then photographing through the pane.



**THE IDEA MAN** for Binzen was his son Billy, 7. Holding up some cutouts Billy had made, Binzen was struck with the inspiration for window pictures.



# Exciting new Coconut 'n Coffee Cake



*Virginia Coates says:*

Make it tempting, make it easy with your favorite instant coffee, cake mix and

**DURKEE'S COCONUT**

For a taste sensation the whole family will like, serve this glamorous, new coconut creation. It's the perfect combination of two fine tropical foods—sweet, tender Durkee's Coconut and your favorite instant coffee.

Only the Durkee method of processing tree-ripened coconut seals all the sweet, moist tenderness right inside—keeps your desserts fresh and moist longer than ever before. Buy Durkee's Stayfresh Coconut in cellophane bags or cartons and the shorter Dixie Cut in cans for convenient recipe use.

## Recipe: Durkee's Coconut 'N Coffee Cake

1 package white cake mix, 2 tbsps. instant coffee,  
1 cup Durkee's Stayfresh or Dixie Cut Coconut.

Prepare white cake mix according to directions. Pour one-half of batter into greased and floured 8-inch cake pan. Into other half stir 2 tbsps. instant coffee until well blended. Pour into second prepared cake pan. Bake in oven preheated to 350° for 30 to 35 minutes. Allow to stand in pan 10 minutes. Remove and cool.

With long, sharp knife slice layers in half horizontally. Frost with coffee frosting—placing white layer on bottom, then coffee layer, white layer, and coffee layer on top. Cover top and sides with Durkee's Stayfresh or Dixie Cut Coconut.

## Coffee Frosting

1 cup sugar  
1/3 teaspoon cream of tartar  
1/3 cup water  
2 large egg whites  
2 tablespoons Instant Coffee  
2 teaspoons hot water

Combine sugar, cream of tartar, and water in sauce pan. Cover and heat, leaving covered 2 or 3 minutes. Remove cover and boil slowly, without stirring, until syrup spins a thread or registers 242° on candy thermometer.

Beat egg whites until stiff. Dissolve coffee in hot water. Beat syrup into egg whites, adding gradually. Add dissolved coffee, beating until stiff.



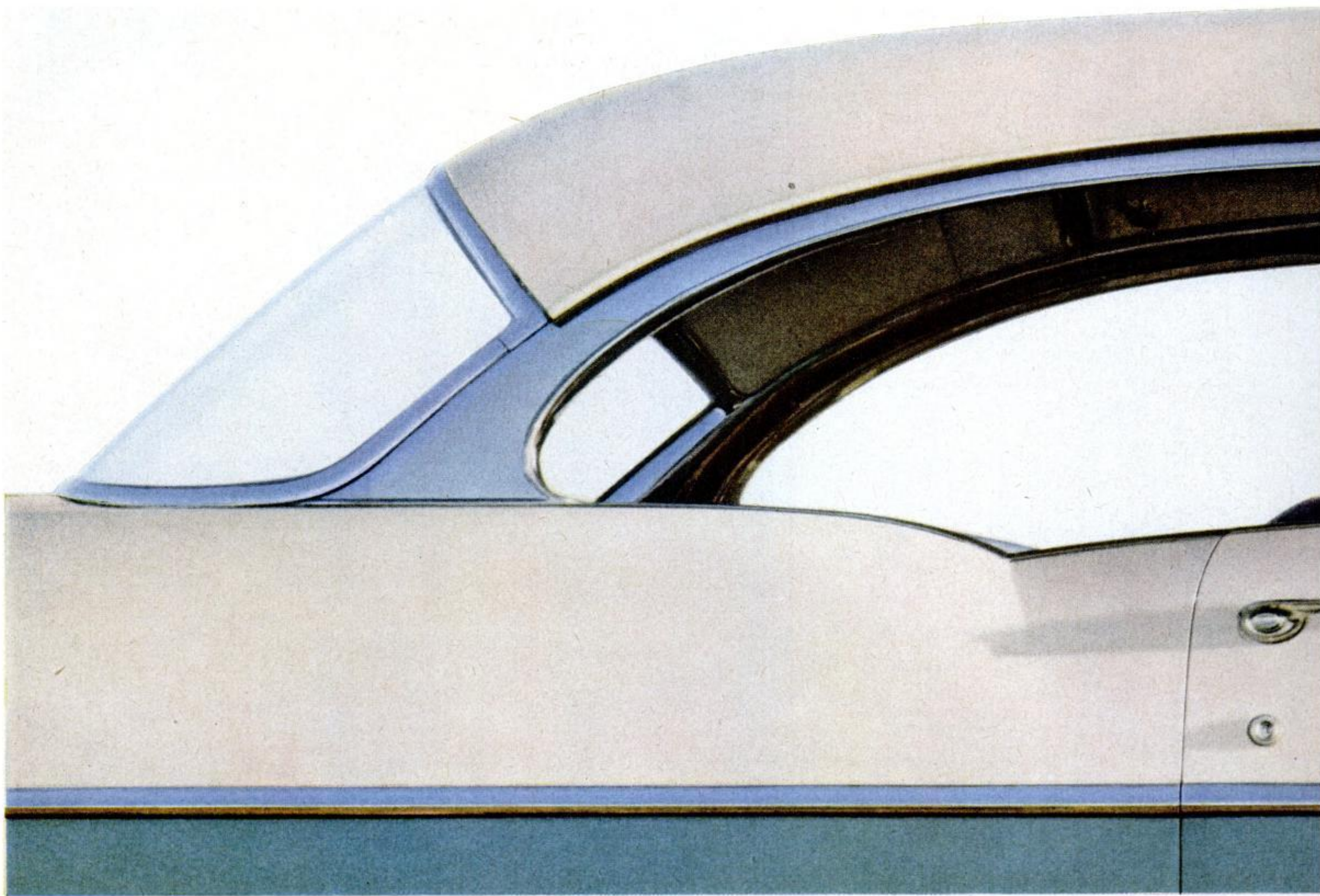
Now Homogenized  
for Better Flavor!  
Kept fresh-tasting in  
the new Aluminum Foilpak.



© 1965, The Glidden Company



# easy to



**O**UR General Motors designers continue to set new standards of automotive beauty.

The 1955 Chevrolet—Pontiac—Oldsmobile—Buick and Cadillac are certainly eye-thrilling proof of that.

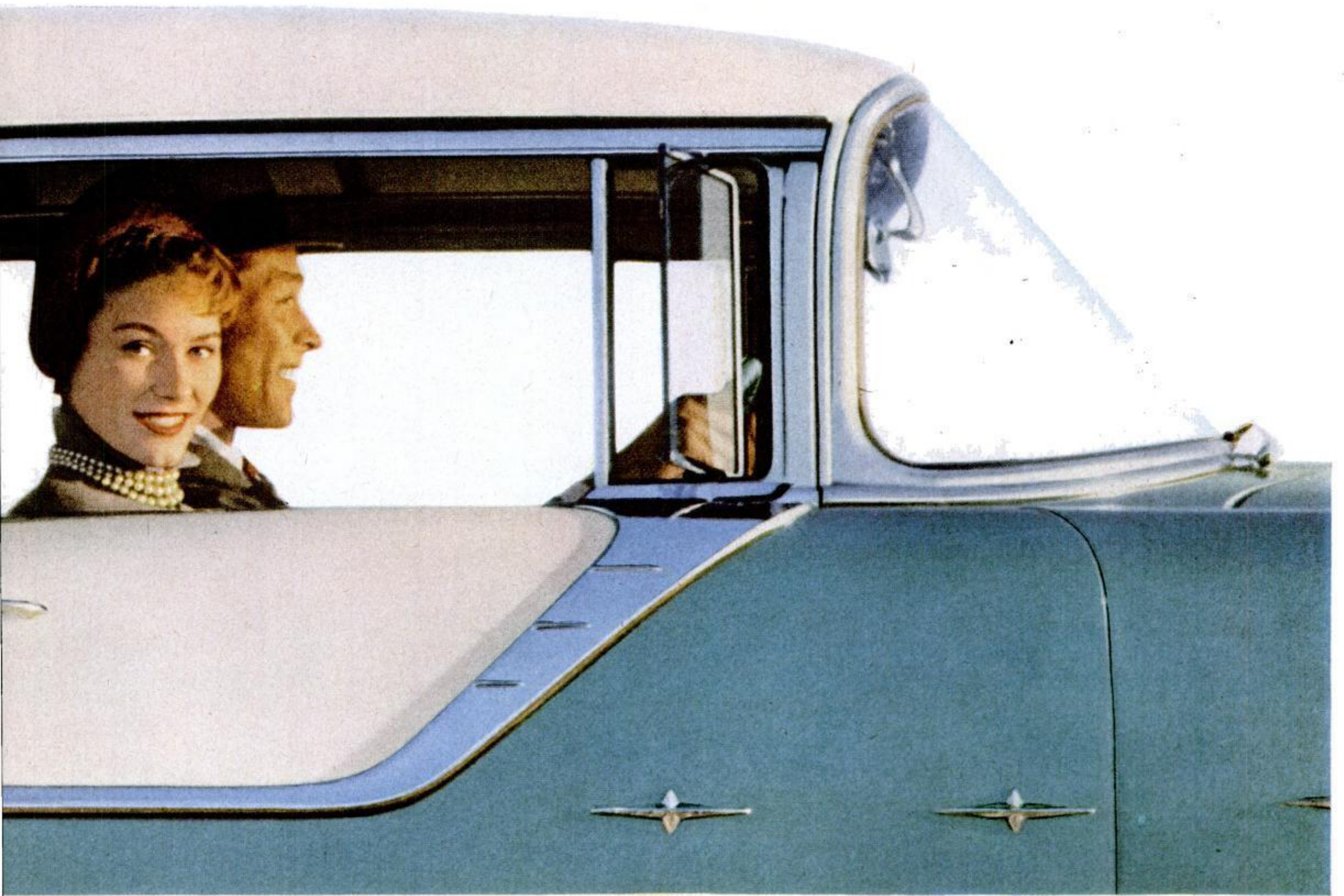
And our engineers keep right up there with them—pouring GM's exceptional resources of scientific

and technical equipment and ability into even finer high-compression V8 engines—even smoother automatic transmissions. Not to mention improved power steering, power brakes and car air conditioning.

In fact the whole GM team has gone all out—as your dealer will quickly show you—to make the key to a 1955 General Motors car your key to greater value



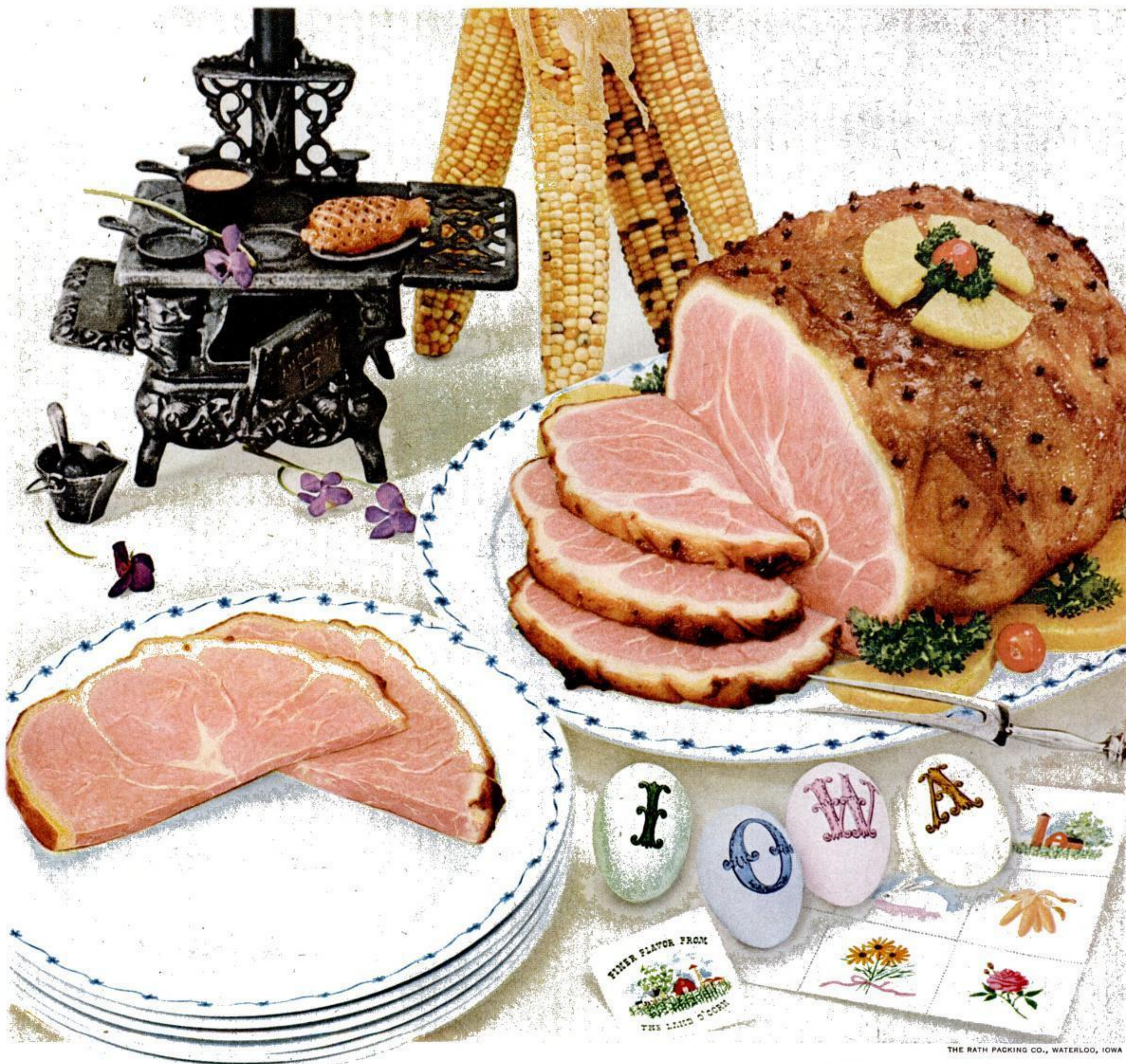
see:



GENERAL MOTORS  
*leads the way*

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • *All with Body by Fisher* • GMC TRUCK & COACH





THE RATH PACKING CO., WATERLOO, IOWA

## The ham with the delicate air...

It's a light, light hand we use in all the fixin' and fussin' we lavish on these plump Rath Black Hawk Hams.

They're *sugar-cured*, sweet and *mild*. They're hung over fragrant hickory fires until every tender bit of that succulent corn-fed pork, right smack through to the pinkling center, is permeated with a hickory

goodness. Such a delicate goodness.

Just wait till you pull that ham from the oven: sizzling hot, cracklin' brown and frosted with pineapple chunks. Just wait till you cut rosy, juicy, tender slices with that delicate, ever-so-elegant flavor. Oh happy Easter day! Oh happy Easter eating!

*Always-read-the-small-print dept.* If you would like to buy only the heart of the ham, ask for Rath Black Hawk Shankless, Skinless Ham. Or if you prefer the boneless, vacuum-cooked, canned versions, they come in sizes 1½ to 10 pounds.



Rath makes over 1000 meat products—but when you try any one, it's one in a million!

# Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN



## QUICK RELIEF for COLD SUFFERERS

As a gargle STANBACK relieves sore throat due to colds.

Reduces fever, relieves aches and pains and sore, aching muscles that accompany colds.

Test STANBACK  
Against Any  
Preparation  
You've Ever  
Used

Snap Back with

**STANBACK**

Guaranteed by  
Good Housekeeping



USE...HOLLYWOOD  
**sani-white**  
for the whitest shoes  
you've ever worn!

At Leading Chain and Independent Stores  
in the United States and Canada

free "this is  
high fidelity"

if you  
love your  
music—  
you'll  
want it!

MAIL  
COUPON  
NOW!



Here is your  
guide to an easy understanding  
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in musical enjoyment. This 64-  
page book shows you how to  
select a Hi-Fi music system for  
your home at minimum cost. Tells  
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largest selection of complete  
systems and individual units from  
which to make your money-saving  
choice. If you love your music,  
you'll want this helpful, objective  
book. Write for it today—  
it's FREE.

**ALLIED has recommended  
HIGH FIDELITY SYSTEMS**

Immediate delivery on new recommended  
Hi-Fi Music Systems for the home. Complete  
with ALLIED'S exclusive color-coded plug-  
in cables, ready for easy do-it-yourself  
installation. Economy System, \$174 •  
Medium-Priced System, \$270 • Quality  
System, \$470 • Deluxe System, \$1541  
(prices F.O.B. Chicago). Custom cabinets and tape  
recorders also available from the world's largest  
stocks of Hi-Fi equipment.

**ALLIED RADIO**  
America's Hi-Fi Center

Send for FREE BOOK

Allied Radio Corp., Dept. BB-45  
100 N. Western Ave., Chicago 80, Ill.

☐ Send FREE "This Is High Fidelity" book.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## LETTERS TO THE EDITORS

### THE GOOD SHEPHERD

Sirs:

I have just finished reading C. S. Forester's *The Good Shepherd* (LIFE, March 14) and think it is a magnificent story of our Navy in the Atlantic during World War II.

C. W. NIMITZ  
Fleet Admiral, USN

Berkeley, Calif.

Sirs:

The realism incident to fighting a war on a rolling, pitching destroyer was certainly splendidly portrayed in *The Good Shepherd*. Endless hours on the bridge, cold, soggy sandwiches, damp, cold clothing, and the endless apprehension were the rule in the North Atlantic and not the exception.

M. E. ARNOLD  
Rear Admiral, USN

Deputy Chief of Naval Personnel  
Washington, D.C.

Sirs:

*The Good Shepherd* truly is a wonderful and inspiring novel. Having once been a sonar man, I enjoyed this novel much more. It certainly is praise long overdue to the men and officers who pulled convoy duty during World War II.

BUDDY ROBBINS

Ft. Wayne, Ind.

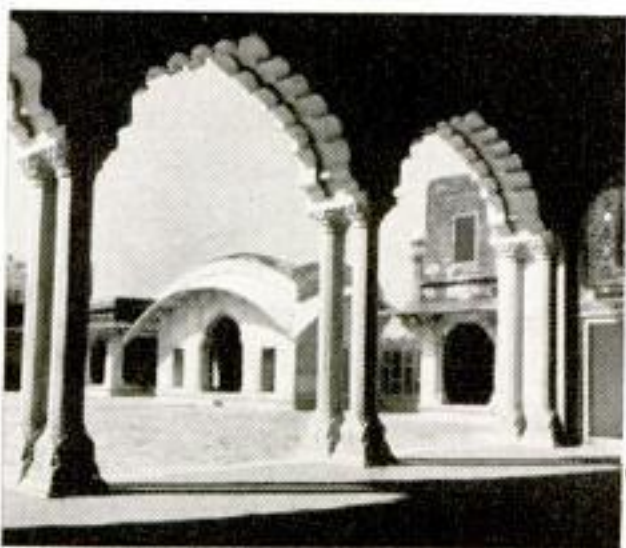
### CURVES ON CAMPUSES

Sirs:

Your article, "Concrete Curves on Campuses" (LIFE, March 14), reminded me of a picture I took in Pakistan last fall. The 16th Century Naulakha pavilion in the Lahore Fort shows that a "three-cornered piece of orange peeling" dome is nothing new.

HELEN HARRIS

New York, N.Y.



ORANGE-PEEL STYLE IN PAKISTAN

### GOOD LUCK, MR. GORE

Sirs:

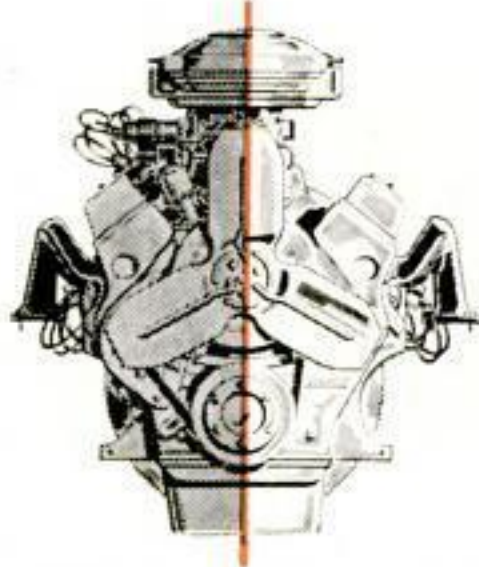
The Leroy Gore editorial, "Good Luck, Mr. Gore" (LIFE, March 14), is the cheapest, vilest thing I have ever seen in LIFE. Editor Gore had the protection of the U.S. Constitution every inch of the way, and his ill-fated "Joe-Must-Go" farce was an insult to the vast majority of the good citizens of Wisconsin. The final test will come in the 1958 elections when we of Wisconsin re-elect our fightingest Joe McCarthy to another term in the U.S. Senate.

RICHARD W. EARLE  
Milwaukee, Wis.

Sirs:

Through his courageous stand, Leroy Gore has earned the respect of many thousands of Americans who, like himself, look forward to the day when book burners and opportunists

CONTINUED ON NEXT PAGE



Get ALL the Power  
in your engine  
with...



and you get...

# HIGHEST OCTANE PERFORMANCE

Veedol 10-30 Motor Oil boosts engine power two ways. It adds power by cutting down octane-robbing deposits built up by many oils in the combustion chamber of your engine. With less oil drag, it saves power wasted by friction in other motor oils. Change to Veedol 10-30—the world's most famous motor oil.



TIDE WATER ASSOCIATED OIL COMPANY  
SAN FRANCISCO • TULSA • HOUSTON • NEW YORK





## This Man May Save Your Life!

**A**T GREAT DANGER to his own life and limb, he patrols the highway to curb reckless, careless and drunken drivers—killers whose victims number more than 36,000 killed and 1,500,000 injured in the past year.

His very presence lessens *your* danger—increases *your* safety—may save *your* life. He deserves your respect and co-operation.

He plays a major role in the great Crusade For Traffic Safety to solve what the President of the United States calls “a national problem of first importance”.

Taking an active part in this crusade are the capital stock fire and casualty insurance companies. Their traffic experts help communities study specific problems and eliminate the causes of mounting accidents.

Yes—safety on our highways is everybody's responsibility! Join the Crusade For Traffic Safety and save a life—maybe your own!

**For the name of a nearby America Fore agent call Western Union by number and ask for Operator 25.**



- ★ The Continental Insurance Company
- ★ Fidelity-Phenix Fire Insurance Company
- ★ Niagara Fire Insurance Company
- ★ American Eagle Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York

## LETTERS TO THE EDITORS

CONTINUED

of the McCarthy variety will have vanished from the American scene.

C. W. WATSON

Charleston, S.C.

Sirs:

I was disheartened to see the praise of Leroy Gore opening the whole McCarthy subject again. I don't believe McCarthy is as good as his supporters claim or as evil as his critics maintain. Many of us had long ago decided McCarthy was no credit to us, but Leroy Gore was not content to wait till the next election. He had to “educate” the poor masses. We Wisconsin voters resent the picture of Gore as the noble crusader.

HELEN STELLING

Madison, Wis.

### FOSSILS OF TOMORROW

Sirs:

May we congratulate you for your splendid presentation, “Fossils of Tomorrow” (LIFE, March 14)?

You may be interested to know that the IUPN is undertaking a survey mission of these “fossils.” Our search for survival data is the first such mission ever to be carried out on such a comprehensive scale.

JEAN-PAUL HARROY  
Secretary-General

International Union  
for the Protection of Nature  
Brussels, Belgium

### VOTERS CLOBBER REDS

Sirs:

In India the voter is entitled to cast his vote by secret ballot. Your picture showing a voter casting his ballot (“Voters Clobber Indian Reds,” LIFE, March 14) seems to confirm the Communist charges of interference by Nehru's government. . . .

ARUN K. CHAUDHURI

Columbus, Ohio

• Indian voters are guaranteed a secret ballot. LIFE's photograph was made with cooperation of the voter and the election officials.—ED.

### FRYING PAN PROJECT

Sirs:

Regarding your “Frying Pan Project” (LIFE, March 14), the term “Frying Pan” is a misnomer. The stream immediately affected is the Roaring Fork which provides vital water for uranium and oil shale processing as

CONTINUED ON PAGE 22



**She's a famous beauty** who likes the new, more feminine hair styles with wide-set waves and natural-looking curls. “But getting the hair style right depends on getting the right permanent,” she confides, “because without the proper basic wave any hair style can go wrong. For the styles I like best, the new Medium Lilt Home Permanent is ideal. Gives me a wave that's neither too tight nor too loose and makes nice lively curls.” Read about the three Lilt Permanents—Loose-Casual, Medium, or Very Curly Lilt—on pages 42 and 43.

The Procter & Gamble Co.

### SAVE TIME—SAVE MONEY HAVE MORE FUN TRAVELING

## DINSMORE AUTO COMPASS

Travelite \$5.49  
Illuminated \$4.49  
Guideway \$4.49  
Only Compass APPROVED by Auto Makers

Your best friend in strange places. Shows you the right way—the short cuts. Compact—attractive. Fits all cars. Send for FREE folder “Pants Knives and Compasses”.

Dinsmore Instrument Co.  
1813-27 KELSEY ST. FLINT, MICH.

### EXTRA METAL CAP for extra safety

## SAF-T-HED

THUMB TACK  
GUARANTEE . . .  
PIN CAN'T PASS  
THROUGH THE HEAD  
AMERICAN TACK CO., FLATIRON BLDG., N.Y.C.

## A-1 SAUCE

Gives savor to STEW!  
Ask for A-1 when dining out, too!

**YOUNGSTERS LOVE FINDING SWEET SUN-MAID RAISINS IN THEIR EASTER BASKETS!**

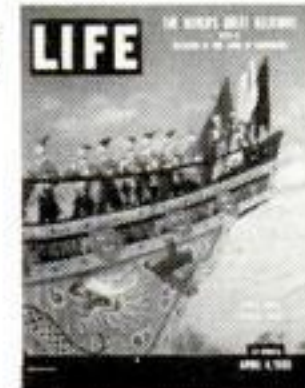
**SUN-MAID RAISINS**

More Flavor However You Use Them!

• Ask your grocer for the SUN-MAID 6-PACK. Six pocket packages just right for between meal snacks!

**NOW FLAVOR-PROTECTED WITH CELLOPHANE**

Please send



to \_\_\_\_\_ name  
\_\_\_\_\_ address  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

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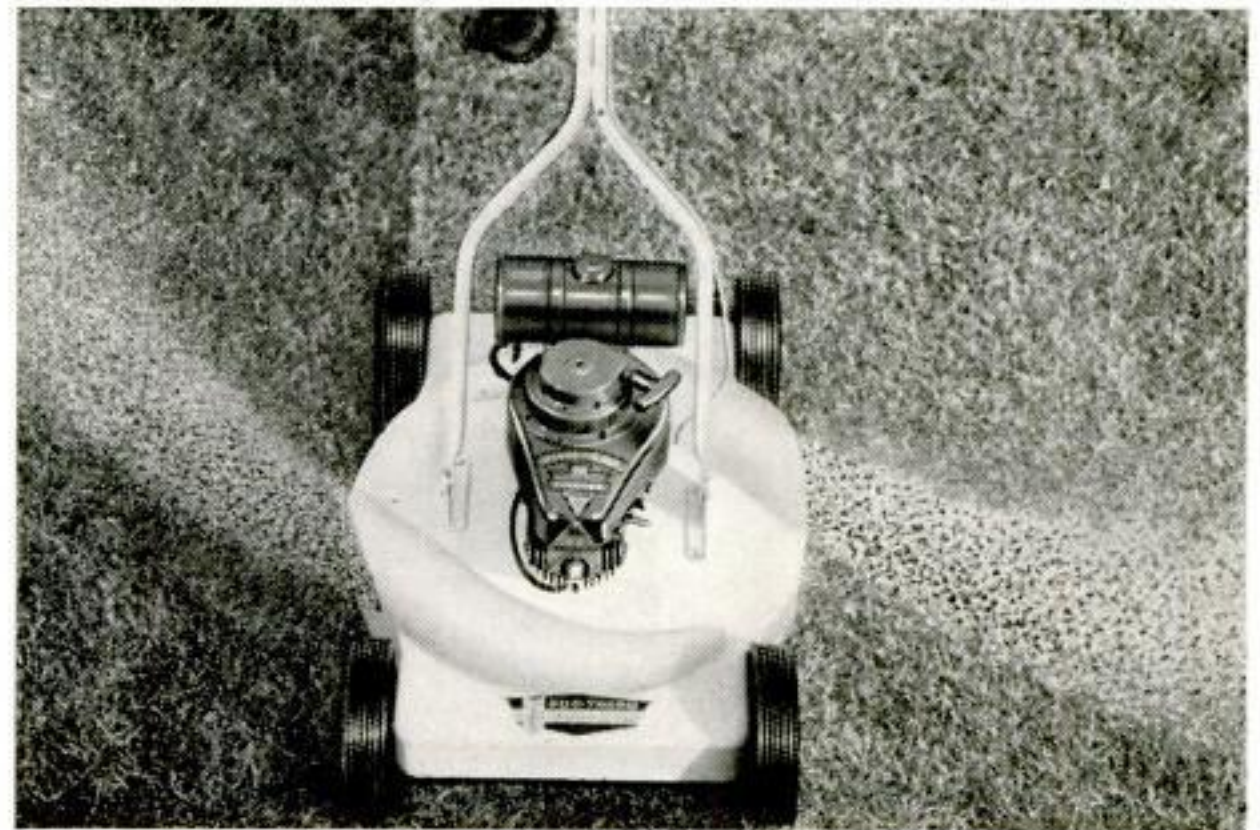
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# new kind of power mower "vacuum cleans" your lawn

Finished lawn has a velvety swept up look!



**Cuts smoother, faster, cleaner!** Duo-Trim's unique vacuum action cuts smoother, chops grass finer, sprays it wider, *into* the lawn, for a velvety "Vacuum Cleaned" look, with no unsightly streaks.



**Here's Duo-Trim's exclusive "Wind-Tunnel Action" in action!** Only Duo-Trim has it. The one-piece tempered steel cutting blade is completely enclosed in a steel drum. No front, back or side open-

ings. The result: a strong, turbulent, vacuum that lifts grass, lets blade chop clippings finer. Exclusive twin "Wind-Tunnel" discharge ports spray clippings in a wide arc, spread them evenly *into* lawn!

## IT'S THE NEW **DUO-TRIM** FOR LARGE AND SMALL LAWNS



**Not just a mower... mulches leaves in fall, too!** Duo-Trim is an all-purpose lawn tool for large or small lawns. Next fall, forget leaf raking! Duo-Trim chops leaves fine, sifts them *into* the lawn. Port closures for leaf mulching furnished at no extra cost. The most useful, versatile lawn tool you can buy!

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**Saves clipping chores!** Trim right up to fences, flower beds, driveway, house. Duo-Trim's cutting blade extends *outside* wheel line. Trims neatly within  $\frac{3}{8}$ -inch of obstacles. Leaves no wheel marks because mower cuts ahead of rear wheels, and wide tread does not "dig in" to soft ground.

**You never had it so easy!** Surprisingly light, surprisingly easy to push, with wide-tread wheels, full-width axles. No "U-turns" with Duo-Trim *reversible* handle. Simply cut back and forth. So easy to start! Automatic rewind starter on every model, no extra cost! 5 easy-set cutting heights.

A complete line of deluxe Rotary models 18" and 21", 1.6 and 2.5 hp. 2-cycle, 4-cycle engines from \$89.95\*

Duo-Trim Reel for fine care of the finest lawns. Keeps luxuriant lawns velvet smooth. Exclusive "Feather-Touch" positive action clutch for perfect mower control. 18 or 21 inch models. 4-cycle engine. Self-propelled. Ask your dealer for a demonstration on your lawn.



### DUO-THERM

Division of Motor Wheel Corp.,  
Lansing 3, Michigan

\*Suggested retail price. Price slightly higher in West and Canada. Low down payment, easy terms at most Duo-Therm dealers.

#### SEE YOUR DEALER OR MAIL COUPON TODAY!

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Please rush me free, full information on the Duo-Trim  
Rotary \_\_\_\_\_ Reel \_\_\_\_\_

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**FOR BEST RESULTS**  
*for the whole family*  
*buy shoes with...*

**AVONITE**  
TRADE MARK REG.  
**SOLES**



What are the results? Several—all wonderful. Extra long wear from the shoes... with re-soleing a thing of the past. Lightness, flexibility, no uncomfortable breaking-in. Waterproof protection for the feet. Soles that can't curl or crack, but stay in shape and keep shoes in shape and new looking. Soles that wear evenly, maintain a firm, flat walking surface.

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Avonite Soles are approved for the Official Girl Scout Shoe

AVON SOLE COMPANY  
 AVON, MASSACHUSETTS

**not on all shoes... just the best ones**

## LETTERS TO THE EDITORS

CONTINUED

it joins the Colorado River. Flowing along its normal, nature-made course, it nourishes the agriculture of a productive valley and also creates a great recreational area. All this is without cost to the federal taxpayer.

Diversion of this stream through a fantastically costly and unfeasible tunnel 10,000 feet high in the Rockies would assess every taxpayer and benefit only the municipality of Pueblo, Colo. and a handful of ranchers.

KATE BLAKELY

Aspen, Colo.

Sirs:

Your story on the proposed Frying Pan Creek diversion project contained an astonishing reference to the "wet western slope" of the portion of the Colorado Rockies to which it referred.

The average annual rainfall at Grand Junction, Colo., in the heart of the area from which the water would be diverted, is 8.88 inches.

Colorado Springs, which is centrally located in the supposedly parched eastern slope area which is seeking the western slope's water, has an average rainfall of 14.41 inches a year. . . .

C. M. OEHLER

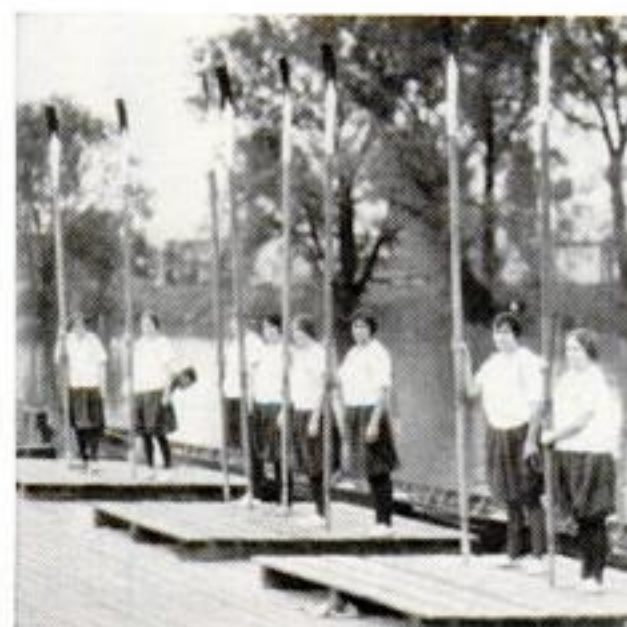
Wilmette, Ill.

● Although spot checks may indicate that more rain falls in specific localities on the eastern slope of the Rockies, the western slope receives more total moisture and has more natural water storage areas.—ED.

### ROWING IN WOMEN'S WORLD

Sirs:

Your story, "Rowing Becomes Part of the Women's World" (LIFE, March 14), recalls the days of women's crews at Cornell. Women's rowing was initiated here before 1900, and early sponsorship came from the Sports and Pastimes Association, an organization



CORNELL OARSWOMEN OF PAST

formed to "promote in every way the physical welfare of every woman" at Cornell. The girls began their practice at 6:30 a.m. and finished in time to make the two-mile return trip up the hill for their 8 o'clock classes.

S. D. TABER

Cornell University  
 Ithaca, N.Y.

### ROYAL WEDDING IN EXILE

Sirs:

Referring to the picture of the reclining figure in "Royal Wedding in Exile" (LIFE, March 14): the gentleman who is so elegant otherwise is wearing argyles with striped trousers!

AMY VANDERBILT

Westport, Conn.

CONTINUED ON PAGE 25



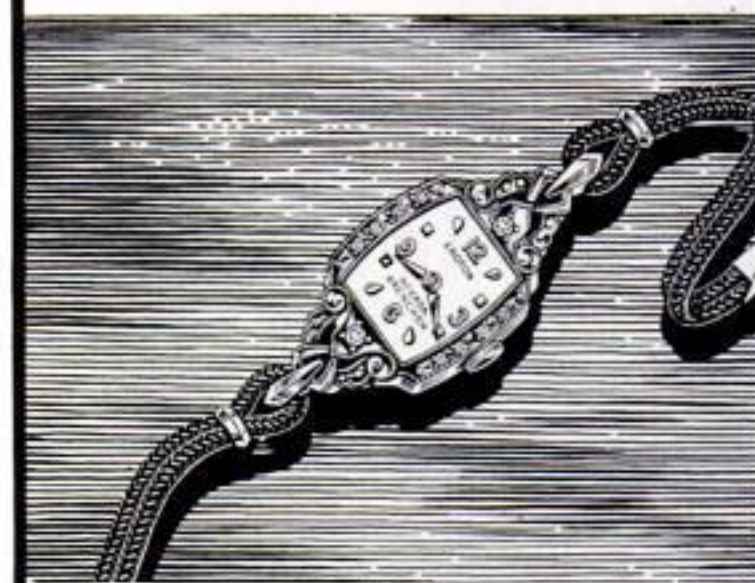
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Elegant styling with 10 flawless diamonds clustered brilliantly in 14K. gold. Perfect precision.

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Makers of quality watches since 1878.



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## MENDS

most anything!



**Holds like iron!** Comes with wooden spreaders. Ideal for home and office. In 3/4 oz. or 2 1/2 oz. sizes.

**AT STORES EVERYWHERE**





MAURICE EVANS, DISTINGUISHED ACTOR; FRED ALLEN, AUTHOR, "TREADMILL TO OBLIVION"

## What are Fred Allen and Maurice Evans doing on the rocks?

More and more people are drinking cocktails on the rocks these days. "And," says Maurice Evans, "it suits me down to the ground. These Manhattans, for instance — poured right from the Heublein bottle, over ice in the glass — and behold! I'm the very model of a perfect host!"

"Anyway, your cocktails are perfect," says Mr. Allen. "You get my vote as The Man Who's Done Most For The Ice Cube."

These Manhattans, like all Heublein Cocktails, are full-strength (high proof). Pour them "on-the-rocks" — or stir with ice and serve them in cocktail glasses. Either way, they're wonderful. Heublein uses the same choice liquors you'd use yourself. And their master barmen, who have mixed more fine cocktails than anyone else on earth, blend them to perfection. Every Heublein cocktail is superb in flavor, unvarying in excellence.

Manhattan, 65 proof; Extra Dry Martini, 75 proof; Daiquiri, 60 proof; and 6 other popular types.

And now, for after dinner—

### Heublein's full-flavored Cordials.

Connoisseurs say that the delicacy, the subtle bouquet and the true, rich flavor of Heublein's Cordials are unsurpassed.

The mintiest Creme de Menthe, 54 proof  
The most delicious Blackberry Brandy, 70 proof  
The smoothest Creme de Cacao, 50 proof  
Choose from these and 18 other full-flavored Heublein Cordials, Liqueurs and Fruit Brandies, all at welcome domestic prices.

G. F. Heublein & Bro., Inc., Hartford, Conn.

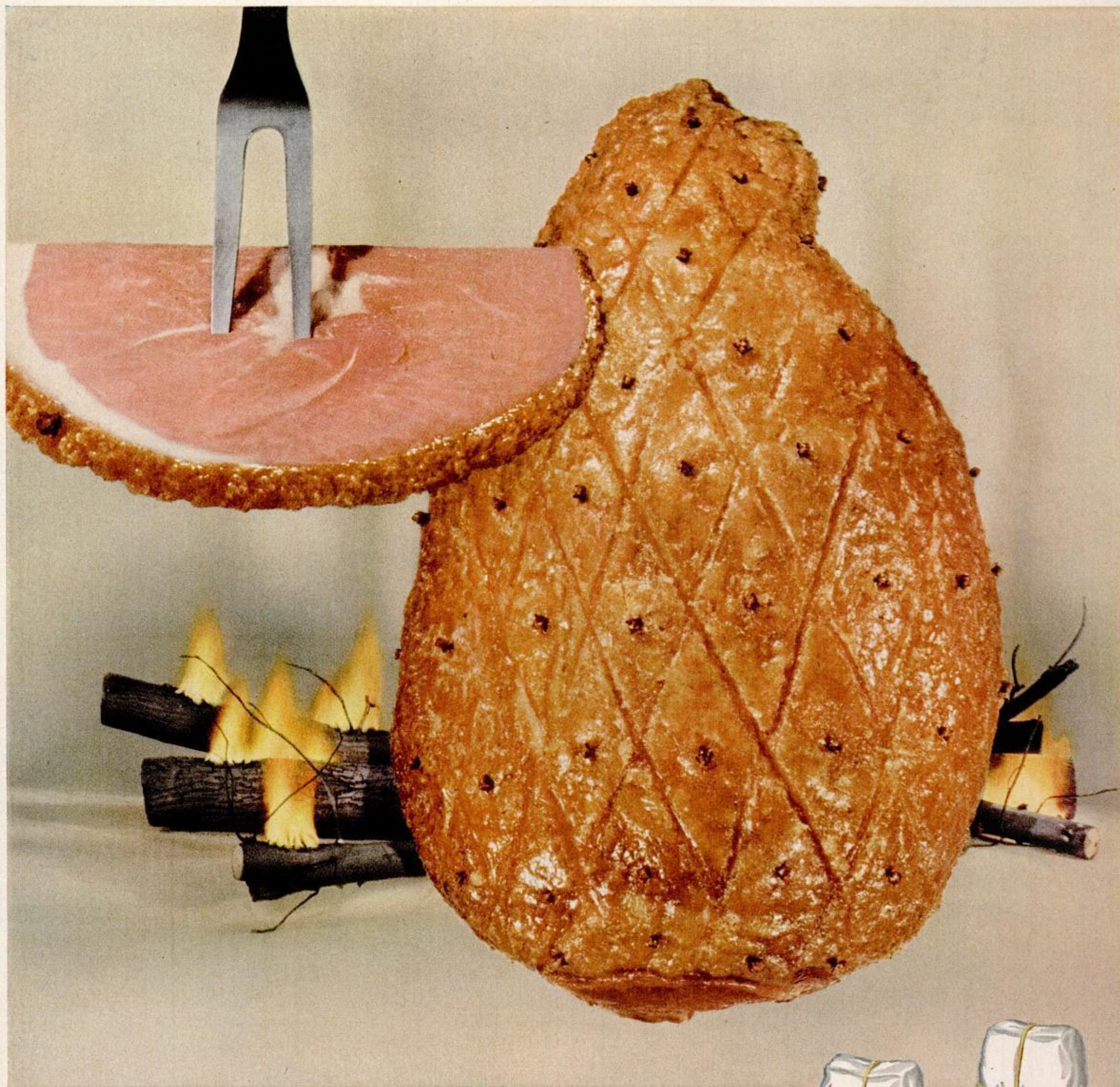
**HEUBLEIN**  
COCKTAILS — full-strength, ready to serve



Symbol of Hospitality  
since 1875

**CORDIALS** — full-flavored, delicious





More sweetness in each tender slice!

## Armour Star Ham is smoked with fragrant Hickory wood

There's news in the first taste! There's a different flavor in the mouth-melting tenderness of Armour Star Ham. It's the whisper of hickory wood smoke . . . light, delicate, and unmistakably good. For Armour's superb

ham is smoked over hickory and other hardwood fires—fires that make the sweetest-smelling smoke we've ever found.

Try Armour Star Ham. You'll find its delicate hickory taste the perfect final touch in flavor.

*Selected by the most rigid standards; trimmed so you get more real ham per pound; sugar-cured completely, uniformly throughout.*





the  
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Quality  
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You Pay Nothing Extra For



That's right . . . you can't buy the "like-new" feel and softness that Sta-Nu finishing gives all your clothes! Your Sta-Nu Dry Cleaner gives it to you as a quality extra.

More than 2,000 better dry cleaners in all parts of the United States and Canada have been licensed to care for your clothes the Sta-Nu way . . . by replacing textile finishing agents lost through time and wear. The Sta-Nu Finishing Process is the final magic touch offered by expert dry cleaners who care enough to strive for perfection.

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Sta-Nu Dry Cleaners are listed under the Sta-Nu trademark in your classified telephone directory.

## LETTERS TO THE EDITORS

CONTINUED

### A HISTORIC SQUEEZE

Sirs:

I think the British bus company could have chosen a third alternative ("A Historic Squeeze," LIFE, March 14). The engineers surely considered lowering the roadway to accommodate the original bus design.

SOL EHRLUND

New York, N.Y.

● They decided that lowering the road would weaken the foundation of the arch.—ED.

### GRUESOME SCENE

Sirs:

I am positive that I saw *Wages of Fear* ("Grim Choice in Gruesome Scene," LIFE, March 14) as a television production. Can you set me straight?

DOROTHY N. LEIDIG

Rochester, N.Y.

● A play, adapted from the Adrian Spies novel *Wages of Fear*, on which the movie is based, was done on the *Robert Montgomery Presents* program last May.—ED.

### TABLE OF CONTENTS

Sirs:

Thank you for a great improvement in the Table of Contents. It's wonderful to know where to find it.

A. O. ORTON

Columbus, Ohio

### THE MAIL'S ATTIRE

Sirs:

Rather than being a pictorial display of an individual's humor, your picture, "The Mail's Attire" (LIFE, March 14), indicates to me that some thrifty person is utilizing the weighty mail box to compress newly glued heels on his shoes. I have used similar methods while trying to live on an Air Force captain's pay.

CAPTAIN BENNETT, USAF

Campbell Air Force Base, Ky.

Sirs:

Not humor but rational necessity explains why the shoes were under the mail box. Winter slush and rain rotted the heels, so I glued them on and used the box as a weight. I am pleased to see the brogues in LIFE.

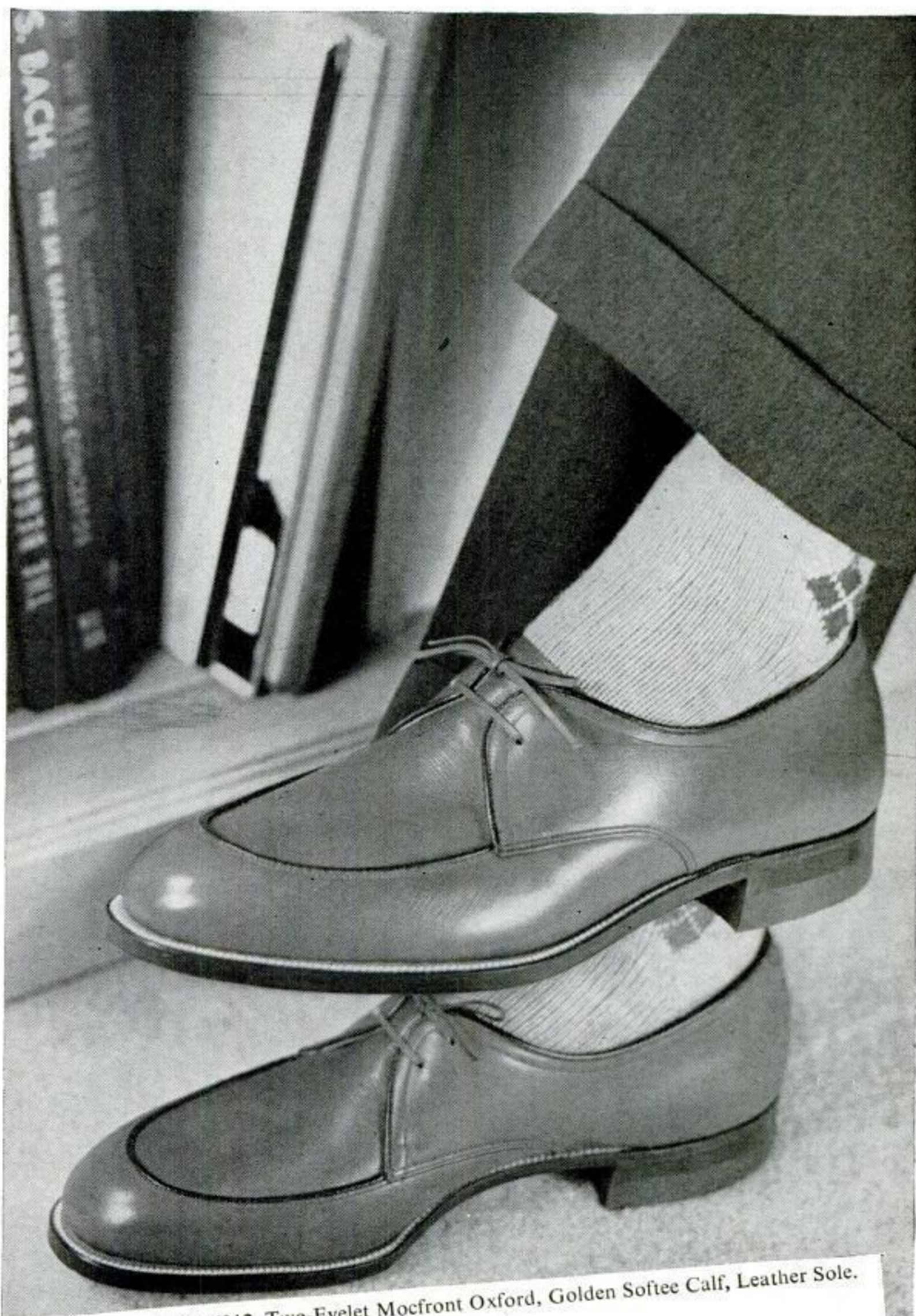
POWELL THOMAS

Philadelphia, Pa.

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Style #6312, Two-Eyelet Mocfront Oxford, Golden Softee Calf, Leather Sole.



whose famous  
**Bostonian**

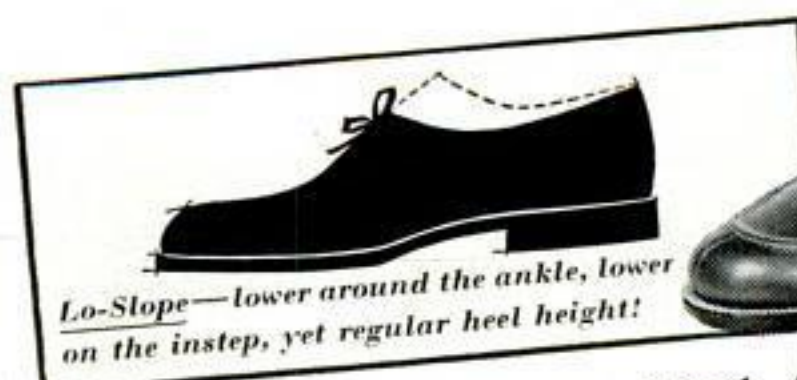
**Lo-Slopes** are these?



He entertains millions on TV, stage, radio.

**LO-SLOPE**, newest Bostonian of all, is proving itself a record maker. Foremost example of the "New in Shoes," with a lower-around-the-ankle look and tension-free instep tie, *Lo-Slope* attracts men everywhere. Amazing lightweight comfort is their feature. Actor-pianist **VICTOR BERGE**, a master at record making himself, is right at home with his pair. Most styles \$16.95 to \$24.95

The man who sells Bostonians® is making friends for life

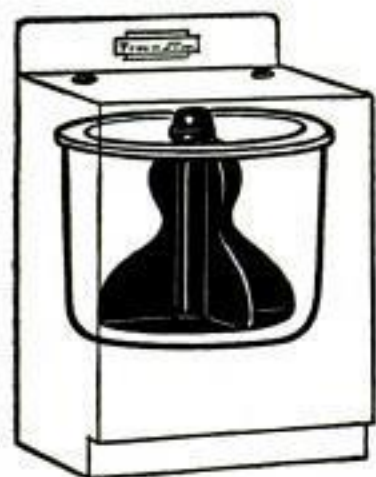


#6302, Brown Tweedo Calf, Mocfront Oxford.



© 1955 Commonwealth Shoe & Leather Co., Whitman, Mass., Shoetown, U.S.A.





*Actual photos  
of transparent automatic  
washers prove:*

**No thick suds  
detergent can  
wash so clean  
yet rinse as  
free as all**



## PROOF IN THE WASHING

Washing hampered  
by useless suds



**1.** How can clothes possibly move around freely in all these thick suds? Thick suds smother free washing action so necessary to get clothes clean. Clothes can't slosh through water the way they should. And these suds can overflow, ruining expensive parts.

all with "controlled suds"  
gets out the dirt



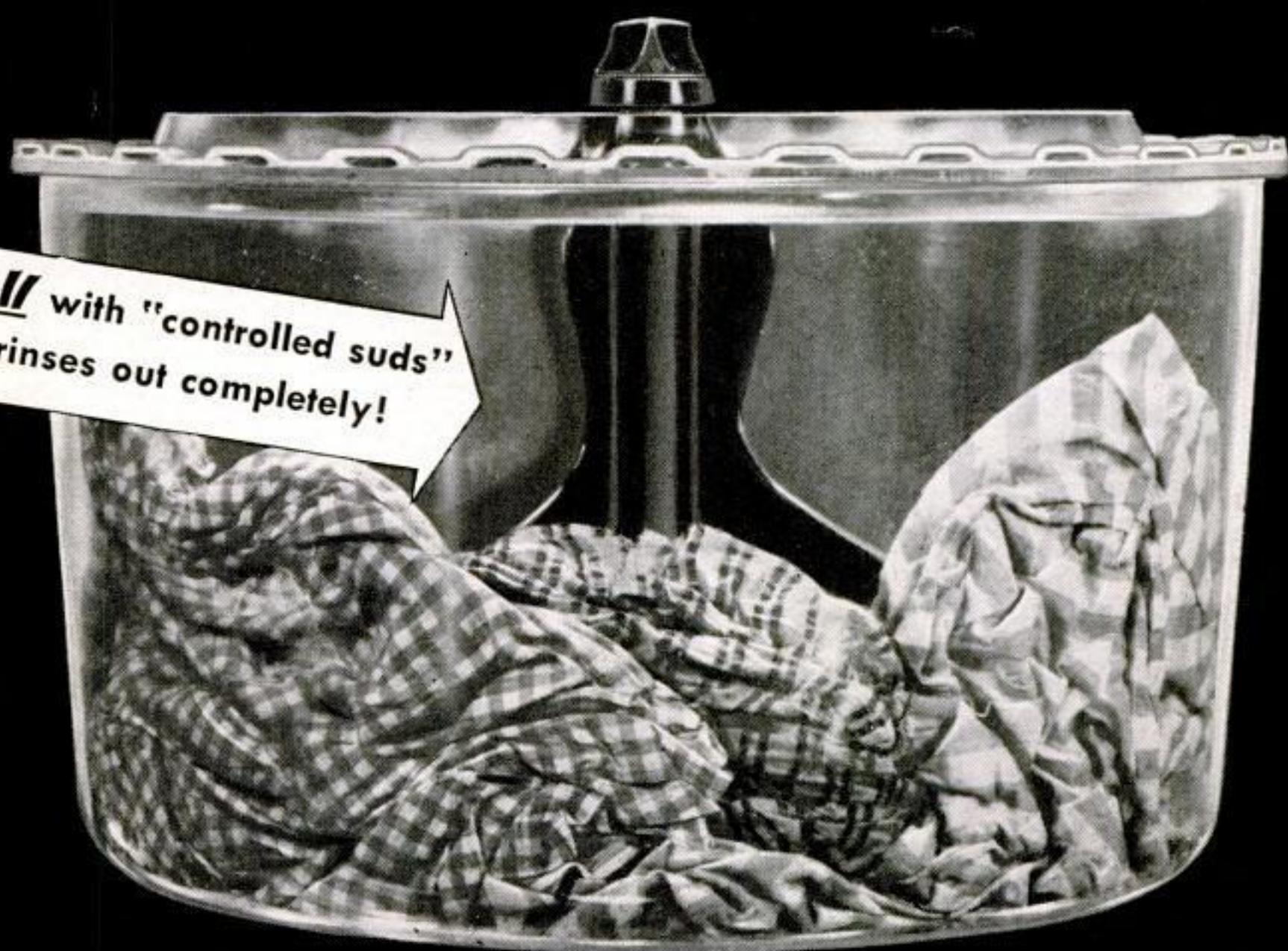
**2.** Now see how all with "controlled suds" permits free, easy movement of clothes through wash water. all has no thick, soapy suds to slow down either the washing or rinsing action. That's why all, the original "controlled suds" detergent, was actually asked for by the makers of automatics.



## PROOF IN THE RINSING



**1.** Wash water's been drained off... but look what remains! Thick, sticky suds are clinging stubbornly to freshly washed clothes. That's what happens with thick-suds detergents. That's why colored clothes can turn out so disappointingly dull and white clothes so grey.



**2.** But look at the difference with *all*! Again, wash water has been drained out of the tub. But no *all* remains to dull your freshly washed clothes. *all* with "controlled suds" just won't stick to fabrics. That means your automatic washer can rinse your clothes completely, scrupulously clean.

*-that's why  
automatic washer  
makers prescribe **all**  
with "controlled suds"*



Both EXTRA FLUFFY *all* in the new red box and CONDENSED *all* in the familiar blue box are prescribed for best washing results by the makers of front-loading and top-loading automatics.

Now at your grocer's! *all* is also available in handy money-saving 25-lb. re-usable pails (with free plastic measuring scoop) and in 25-lb. economy packages.

**P. S.** Soon available! *DISH all*, the new detergent prescribed for electric dishwashers. Developed in the Monsanto Chemical Co. Research Laboratories. *DISH all* makes glasses look "hand-polished," ends stubborn spotting on silverware.



***all*** is made by **MONSANTO**  
where creative chemistry  
works wonders for you



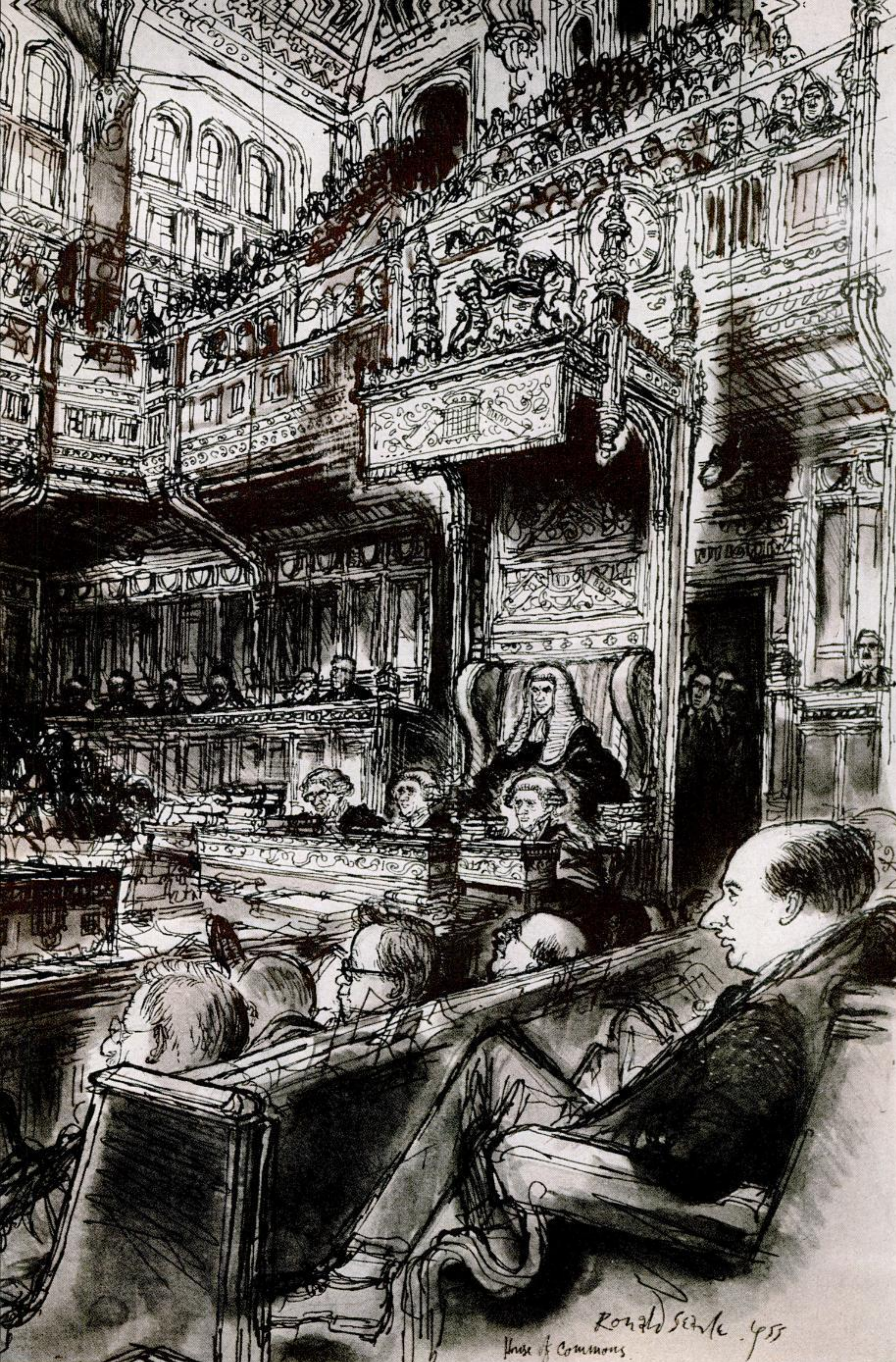


# A MEMORABLE CAREER DRAWS TO ITS CLOSE

The shadow of time had slowly lengthened and at last was wrapping itself around the still active figure of Sir Winston Churchill. Twice last year his resignation and transfer of the government to Foreign Secretary Sir Anthony Eden was planned. Churchill, who is 80, twice dug in his heels and balked. Now with the Labor party split Churchill's Tories wanted elections and a younger man to lead them into battle.

Watching him stand his own favorite battleground in the House of Commons last week





**IN COMMONS,** Churchill stands, one hand at his lapel, the other on the government dispatch box. Ronald Searle sketched him on March 24 as a Labor back-bencher might see him, defiance in his face. In the foreground, facing the prime minister, are the Labor front-benchers, with John Strachey at right and Chuter Ede, Emanuel Shinwell, Herbert Morrison and Clement Attlee on the bench in front of him. Churchill's bulk blocks out the seats where top Conservatives, Eden and Rab Butler, sit. In this chamber Churchill flourishes; it is his world and it responds to him. "I have lived nearly all my life in the House of Commons," he has said. "I believe it to be the enduring guarantee of British liberties."

the coming change seemed impossible. Expressions of amusement, scorn and anger chasing themselves across his face, he was in complete command as he turned back his Laborite hecklers. But last week Eden, officially recovering from influenza, was at his country home conferring with party leaders, presumably on a new cabinet. Soon, perhaps within a week, Eden's cabinet will take over the government.

A memorable career was drawing to a close. Having entered Parliament as a Tory in 1900,

Churchill switched to the Liberals in 1904 and served with them as president of the Board of Trade (1908-1910), Home Secretary (1910-1911), First Lord of the Admiralty (1911-1915). After a hiatus caused by failure of the Gallipoli campaign, he came back into office as Minister of Munitions (1917-1918), Secretary for War and Air (1919-1921) and Secretary for Colonies (1921-1922). Switching back to the Tories, he was Chancellor of the Exchequer (1924-1929). Out of the government, he cried alarm against

Hitler through the '30s, returned to the cabinet at the outbreak of World War II and, as all Europe was collapsing in 1940, became prime minister of an embattled Britain.

No man has been more deeply involved in the history of the 20th Century. No man has written or spoken as cogently or eloquently about it as the journalist, speechmaker and historian, Winston Churchill. The pictures on the following pages which tell the story of Winston Churchill are captioned in his own words.



# CHURCHILL'S OWN WORDS RECORD



## CHILD AND HIS PARENTS

My mother [wrote Churchill of Lady Churchill, who was Jennie Jerome, an American] always seemed to me a fairy princess: a radiant being possessed of limitless riches. . . . She shone for me like the Evening Star. . . . The greatest and most powerful influence in my early life was, of course, my father [Lord Randolph Churchill, a brilliant but unlucky politician]. Although I had talked with him so seldom, and never for a moment on equal terms, I conceived an intense admiration and affection for him. . . . I read almost every word he had ever spoken and learnt large portions of his speeches.

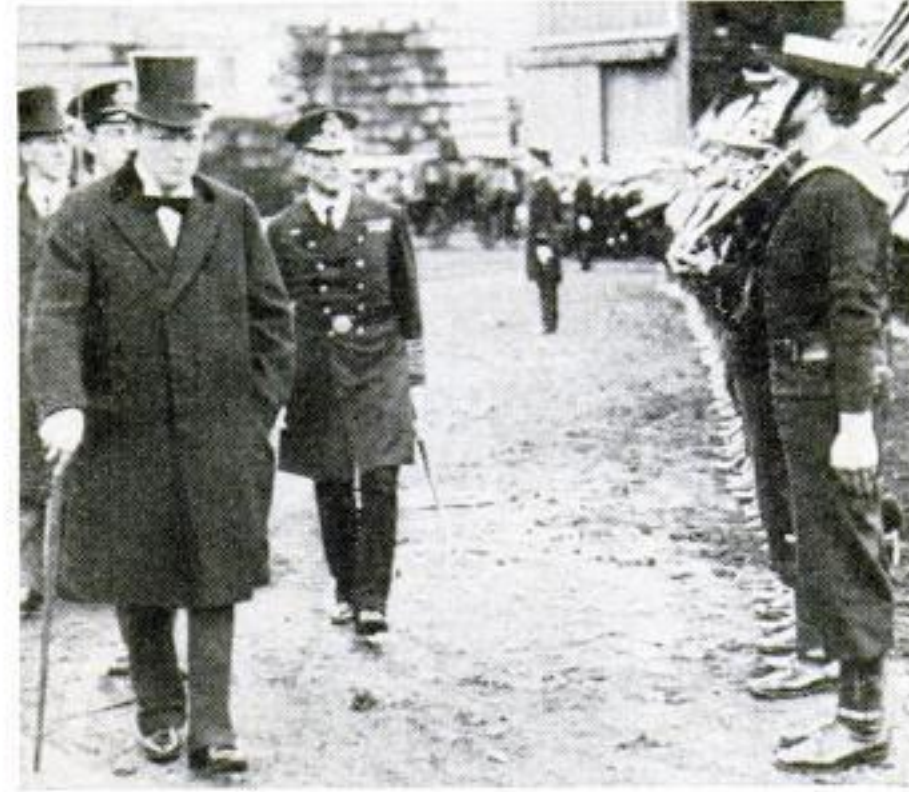
## STUDENT AND HIS CHUMS

By being so long in the lowest form [at Harrow] I gained an immense advantage over the cleverer boys. They all went on to learn Latin and Greek. . . . But we were considered such dunces that we could learn only English. . . . I had a feeling once about Mathematics, that I saw it all . . . the Byss and the Abyss. I saw . . . a quantity passing through infinity and changing its sign from plus to minus. I saw exactly how it happened. . . . But it was after dinner and I let it go! [Of Sandhurst Military College] This was thrilling. It did seem such a pity that . . . the age of wars between civilised nations had come to an end. . . .



## MOST JOYOUS EVENT

My most brilliant achievement was my ability to persuade my wife to marry me. . . . September 1908 . . . I married [Clementine Hozier] and lived happily ever after. . . . It would not be possible for any public man to get through what I have gone through without the devoted assistance of what we call one's better half. . . . My marriage was the most . . . joyous event . . . in . . . my life.



## CHIEF OF NAVY

I visited every dockyard, shipyard and naval establishment . . . [wrote Churchill who as First Lord of the Admiralty had Britain's fleet fit and ready at the outbreak of World War I] I spent eight months afloat in the three years before the war . . . got to know what everything looked like and where everything was and how one thing fitted into another . . . I could put my hand on anything. . . .



## DARDANELLES DISASTER

It is impossible to assemble the long chain of fatal missed chances which prevented the forcing of the Dardanelles [where, in 1915, Churchill's campaign failed and the battleship *Irresistible* was sunk] without experiencing a sense of awe. One sees in retrospect at least a dozen situations . . . any one of which . . . would have insured success. . . . I was ruined for the time being. . . .



## KING'S DEFENDER

It was my duty as Home Secretary [in 1910] to stand beside His Majesty and proclaim his style and titles at his investiture as Prince of Wales [above, they sat together at a banquet in 1935; the prince had already met Mrs. Simpson]. . . . I should have been ashamed [during the 1936 abdication crisis] if . . . I had not cast about for every lawful means . . . to keep him on the Throne. . . .



## APPEASEMENT AT MUNICH

We have sustained a total . . . defeat [cried Churchill in 1938 when Chamberlain signed the Munich agreement (above)]. . . . The German dictator, instead of snatching the victuals from the table, has been content to have them served to him course by course. . . . I think you will find that in a period of time which . . . may be measured only by months, Czechoslovakia will be engulfed. . . .



## AT THE ADMIRALTY AGAIN

. . . the opening hours of wars may be vital with navies. I therefore [on his reappointment as First Lord of the Admiralty in 1939] sent word . . . that I would take charge forthwith and arrive at six o'clock. On this the Board were kind enough to signal the Fleet "Winston is back." So . . . I came again to the room I had quitted in pain and sorrow almost a quarter century before. . . .



# THE HISTORY HE SAW AND MADE



## WITH THE LANCERS AT OMDURMAN

Nothing like the Battle of Omdurman will ever be seen again [during it Churchill rode against the Dervishes in the last classic cavalry charge of the British Army]. It was the last link in the long chain of those spectacular conflicts whose vivid and majestic splendour has done so much to invest war with glamour. . . . Cavalry charged at full gallop in close order and infantry or spearsmen stood upright . . . to resist them. . . . War . . . has now become cruel and squalid. In fact it has been completely spoilt. It is all the fault of Democracy and Science . . . [that] War ceased to be a gentleman's game.



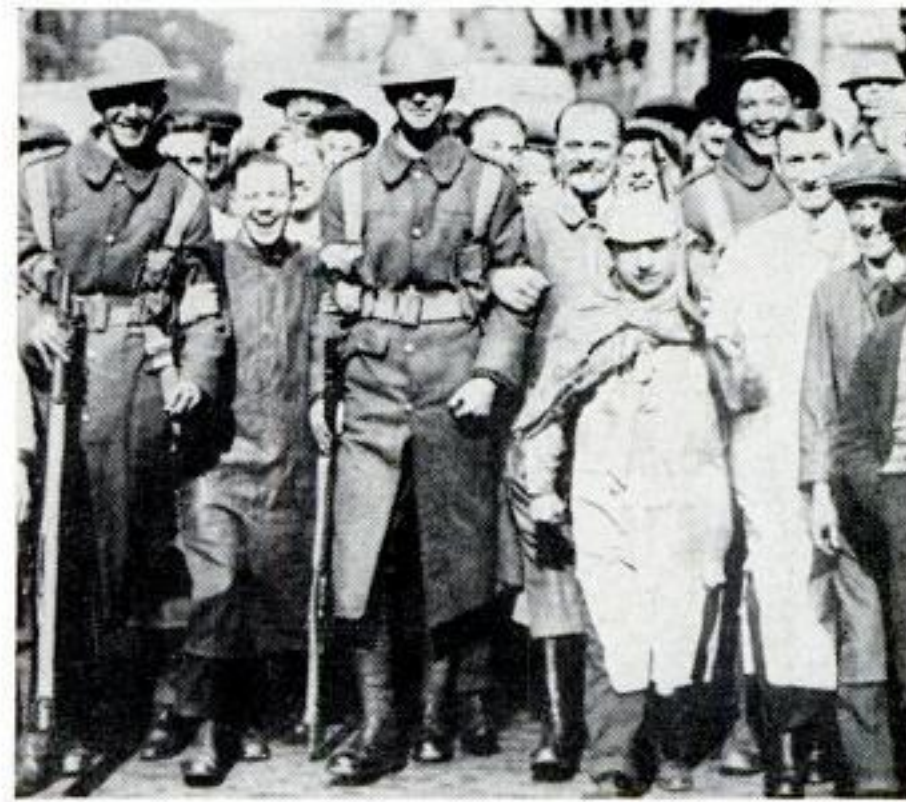
## FROM BOER WAR TO PARLIAMENT

Keep cool men! This will be interesting for my paper [cried Churchill when as a war correspondent in 1899 he was captured by the Boers]. . . . This misfortune . . . was to lay the foundations of my later life. . . . I was to escape, and by escaping was to gain a public reputation. . . . [Before returning to England and entering politics he again served (above left) as an officer.] Behold me then . . . the long plume from the tail of the *sakabulu* bird in my hat. [Elected MP as a Tory, he switched in 1904 to support Liberal Lloyd George (right)]. . . . No politician in my day possessed half his competence as a mover of men. . . .



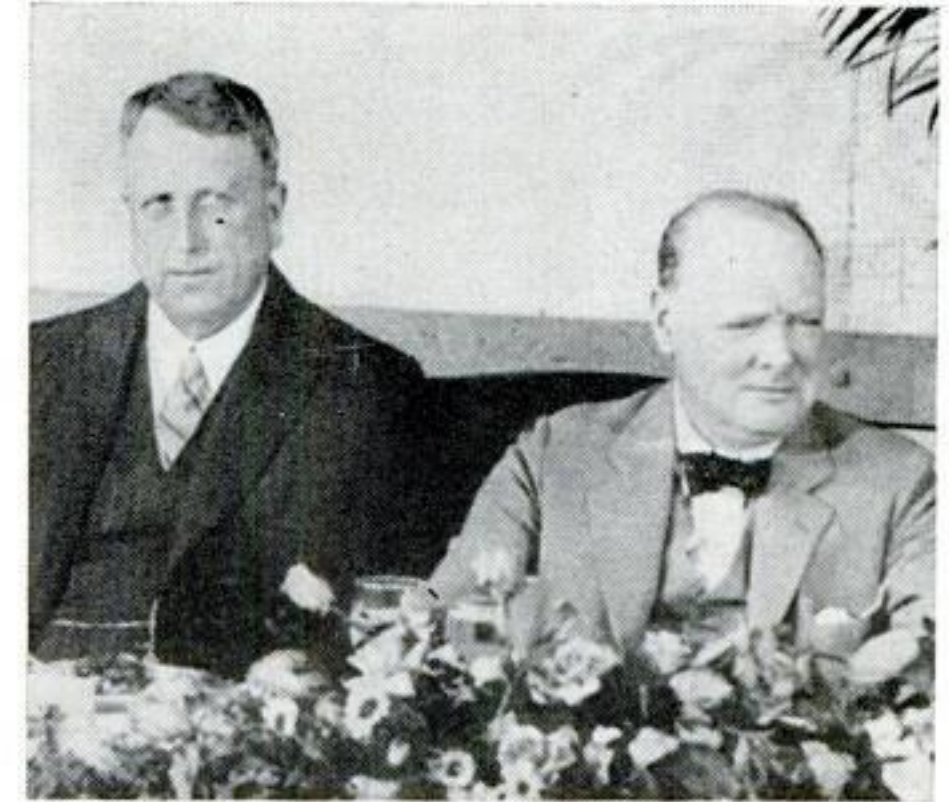
## REVOLT IN IRELAND

We found ourselves confronted [in Irish revolt of 1919-21] not only with the . . . fanaticism and romanticism of the extreme Irish secret societies but also with those tides of distrust and hatred which had flowed between the two countries for so many centuries. [After British troops—above searching civilians—failed to end fighting, Colonial Secretary Churchill helped write treaty creating Eire.]



## STRIKE IN BRITAIN

Impartiality will be observed as between employers and employed [said Chancellor of Exchequer Churchill, who had rejoined the Conservatives in 1924, of the 1926 general strike] but the Government cannot be impartial as between the State and any section of its subjects with whom it is contending. [Churchill edited newspaper against strikers. Above: after announcement that strike was over.]



## EARNING A LIVING

I have been a journalist and half my lifetime I have earned my living by selling words, and I hope, thoughts. . . . Broadly speaking, the short words are the best and the old words when short are the best of all. [One of his best prewar customers was anti-British Publisher William R. Hearst.] The press [Churchill ruminates] provides a series of ladders by which men of ability can rise. . . .



## 'WE SHALL GO ON TO THE END'

We shall not flag or fail [the newly appointed prime minister told Commons in June 1940, after the British army had been rescued from Dunkerque (above)]. We shall go on to the end, we shall fight . . . on the seas and oceans, we shall fight with growing confidence and growing strength in the air, shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the

landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills, we shall never surrender, and even if . . . this Island . . . were subjugated . . . then our Empire beyond the seas, armed and guarded by the British fleet, would carry on the struggle, until, in God's good time, the New World, with all its power and might, steps forth to the rescue and the liberation of the old.



## HITLER'S GREAT DAY

These were great days for Nazi Germany. Hitler had danced his jig of joy before enforcing the humiliation of the French Armistice. . . . The German army marched . . . through the Arc de Triomphe and down the Champs Elysées. What was there they could not do? . . . [But] as the days passed doubts and delays [in German plans to invade England] appeared . . . and multiplied.





### 'OWED BY SO MANY TO SO FEW'

The great air battle . . . over this Island . . . has recently attained a high intensity . . . [wrote Churchill of the three days in August 1940 when the RAF fliers like the tired pilots above and British flak shot down 217 Nazi planes]. The gratitude of every home in our Island, in our Empire, and indeed throughout the world, except in the abodes of the guilty, goes out to the British airmen who, undaunted by odds, unwearied in their constant challenge and mortal danger, are turning the tide of the World War by their prowess and their devotion. Never in the field of human conflict was so much owed by so many to so few.



### THE ATLANTIC CHARTER

"Somewhere in the Atlantic" . . . for three days [in August 1941] I spent my time in company, and I think I may say in comradeship, with Mr. Roosevelt. . . . It was necessary to give all peoples . . . a simple, rough and ready wartime statement of the goal towards which the British Commonwealth and the United States mean to make their way, and thus make a way for others to march with them. . . . This was a meeting which marks forever . . . the taking-up by the English-speaking nations, amid all this peril, tumult and confusion, of the guidance of the fortunes of the broad toiling masses in all the continents.



### DESTRUCTION OF COMMONS

The worst attack was the last. On May 10 [1941] the enemy returned to London with incendiary bombs. He lit more than 2,000 fires and, by the smashing of nearly a hundred fifty water mains . . . he stopped us putting them out. . . . Over 3,000 people were killed or injured. In other respects also it was historic. It destroyed the House of Commons . . . [and Churchill sadly trod its ruins]. Let us . . . brace ourselves to our duties, and so bear ourselves . . . that, if the British Empire and its Commonwealth last for a thousand years, men will still say, "This was their finest hour."



### SHIP WITHOUT A BOTTOM

So there were no permanent fortifications covering the landward side of the naval base and the city! [Churchill was aghast when he discovered this in January 1942, only a month before Singapore fell in flames to the Japanese pouring down the Malay Peninsula.] I ought to have known. My advisers ought to have known and I ought to have been told and I ought to have asked. The reason I had not asked about this matter . . . was that the possibility of Singapore having no landward defences no more entered into my mind than that of a battleship being launched without a bottom.





### AT THE LOWEST EBB OF ALLIED FORTUNE

The cataract of ruin fell upon us from the long, marvellously prepared assault of Japan. Even while I spoke in confident tones I could feel in anticipation the lashes which were soon to score our naked flesh. [In December 1941, as soon as the U.S. had entered the war, Churchill went to Washington where he addressed the U.S. Congress and to Ottawa—where he sat for this famous photograph by Yousuf Karsh and spoke to the Canadian House of Commons.] Fearful forfeits had to be paid not only by Britain and Holland but by the United States, in the Pacific and Indian Oceans, and in all the Asiatic lands and islands they

lap with their waves. An indefinite period of military disaster certainly lay before us. Many dark and weary months of defeat and loss must be endured before the light would come again. When I returned in the train to Washington on New Year's Eve, I was asked to go into the carriage filled with many leading pressmen of the United States. It was with no illusions that I wished them all a glorious New Year. "Here's to 1942. Here's to a year of toil—a year of struggle and peril, and a long step forward towards victory. May we all come through safe and with honor!"





### BEFORE EL ALAMEIN

The battle of Alamein will ever make a glorious page in British military annals . . . [wrote Churchill who, before the October 1942 battle, toured the desert front with Montgomery and General Sir Alan Brooke]. It marked in fact the turning of "the Hinge of Fate." It may almost be said, "Before Alamein we never had a victory. After Alamein we never had a defeat."



### WITH CHIANG KAI-SHEK

This [the 1943 Cairo Conference] was the first time I had met Chiang Kai-shek. I was impressed by his calm, reserved and efficient personality. . . . I, who did not in those days share the excessive estimates of Chiang Kai-shek's power . . . [Churchill wrote in 1951] may record the fact that the Generalissimo is still serving the same causes which . . . had gained him such wide renown.



### SWORD OF STALINGRAD

I presented the Sword of Honor [out of sight beside Churchill, at the 1943 Teheran Big Three Meeting] . . . which His Majesty had specially designed and wrought to commemorate the glorious defence of Stalingrad. When, after a few sentences of explanation, I handed the splendid weapon to Marshal Stalin, he raised it in a most impressive gesture to his lips and kissed the blade.



### ESTEEM FOR EISENHOWER

Let me tell you what General Eisenhower has meant to us [Churchill, who spent Christmas 1943 with Eisenhower at Carthage, once cabled Washington]. In him we have had a man who set the unity of the Allied Armies above all nationalistic thoughts. . . . I express to you our admiration of the firm, far-sighted and illuminating character and qualities of General of the Army Eisenhower.



### A DAY IN NORMANDY

On June 10 [1944] General Montgomery reported that he was sufficiently established ashore to receive a visit. . . . We crossed the channel without incident. . . . We scrambled out of our landing craft [and] drove through our limited but fertile domain in Normandy. . . . I slept soundly on the four-hour voyage [home by destroyer] to Portsmouth. Altogether . . . a most interesting and enjoyable day.



### IN LIBERATED PARIS

On the morning of Nov. 11 [1944, when Churchill first visited liberated Paris] De Gaulle conducted me . . . through wildly cheering multitudes to the Arc de Triomphe . . . I understood and admired, while I resented [De Gaulle's] arrogant demeanor [Churchill wrote later]. Always . . . he seemed to express the personality of France—a great nation, with all its pride, authority and ambition.



### AT MOSCOW IN 1944

I felt the need of another meeting with Stalin [in Moscow, 1944] . . . Communism raised its head behind the thundering Russian battlefront. Russia was the Deliverer, and Communism the gospel she brought. . . . I felt sure we could only reach good decisions with Russia while we had the comradeship of a common foe as a bond. Hitler and Hitlerism were doomed; but after Hitler, what?



### CROSSING THE RHINE

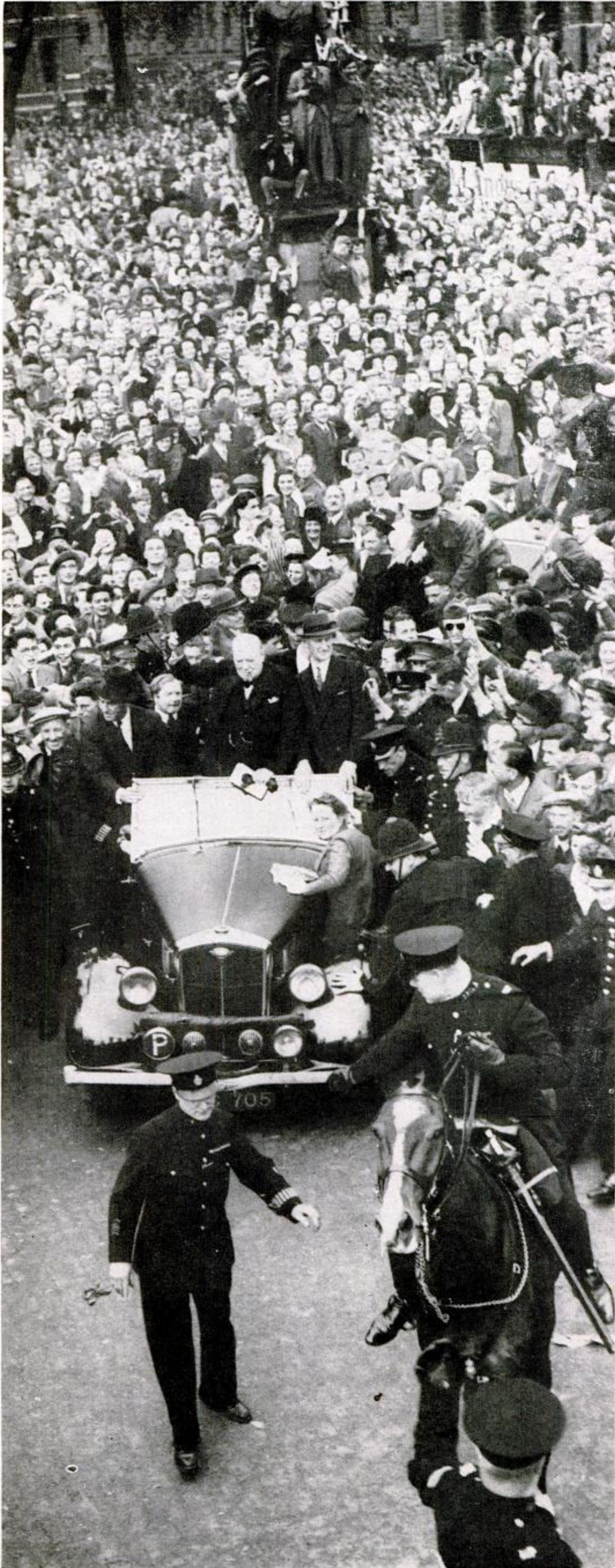
So I said to Montgomery [after Allied troops had just crossed the Rhine in March 1945], "Why don't we go across and have a look at the other side?" Somewhat to my surprise he answered, "Why not?" . . . We started across the river with half a dozen armed men. We landed in brilliant sunshine and perfect peace on the German shore, and walked about for half an hour or so unmolested.



### THE YALTA CONFERENCE

There are a tremendous lot of questions which should be looked at beforehand [Churchill cabled to Roosevelt a month before Yalta]. This may well be a fateful Conference, coming at a moment when the Great Allies are so divided and the shadow of the war lengthens out before us. . . . I think the end of this war may well prove to be more disappointing than was the last.





### EXULTATION IN VICTORY

London, like a great rhinoceros, a great hippopotamus, saying: "Let them do their worst, London can take it." London could take anything [Churchill told the London crowds celebrating V-E Day 1945]. For us in Britain and the British Empire [he later wrote], who had alone been in the struggle from the first day to the last and staked our existence on the result, [the victory had] a meaning beyond what even our most powerful and most valiant Allies could feel. . . . We had a moment that was sublime. We gave thanks to God for the noblest of all His blessings, the sense that we had done our duty.



### PARLEY WITHOUT CHURCHILL

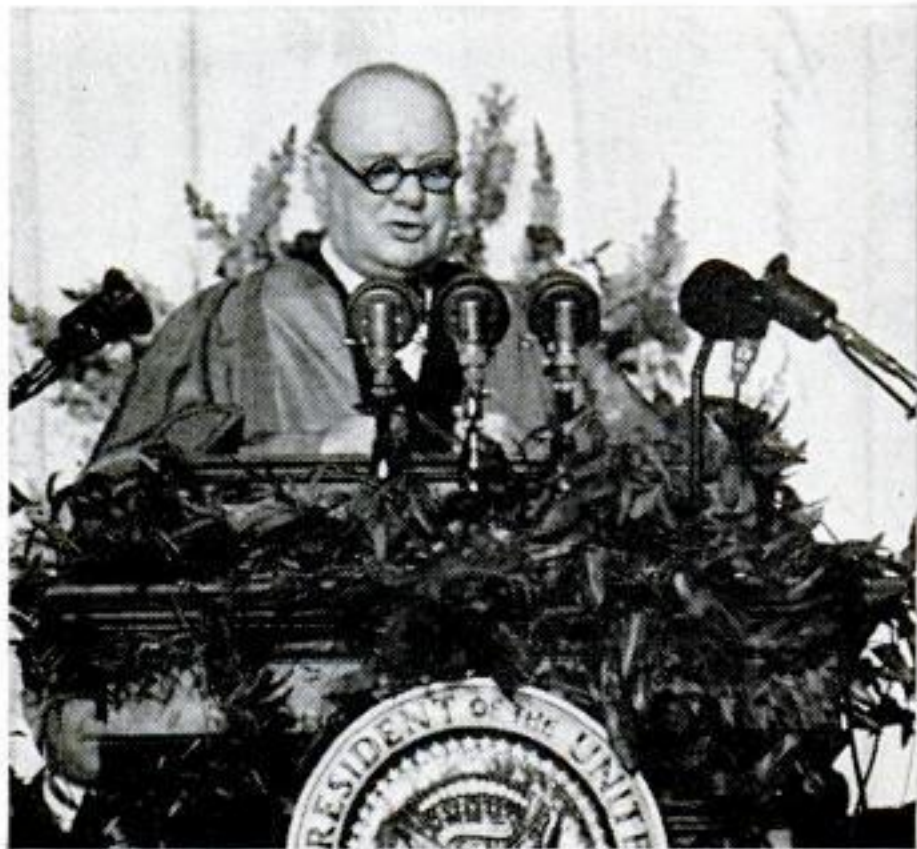
My removal from the scene . . . when I still had much influence and power rendered it impossible for satisfactory solutions to be reached [at the Potsdam Conference where Churchill, after the Conservative defeat in the July 1945 election, was replaced by Attlee and Bevin; they continued the conference with Truman and Stalin] . . . To say this is not to blame the Ministers of the new Government . . . [They] naturally were unacquainted with the ideas and plans I had in view, namely, to have a "showdown" at the end of the Conference, and, if necessary, to have a public break [with the Reds].



### AT ROOSEVELT'S GRAVE

It may be said that Roosevelt [on whose grave at Hyde Park Churchill laid a wreath in 1946] died at the supreme climax of the war, and at the moment when his authority was most needed to guide the policy of the United States. When I received these tidings early in the morning of Friday, the 13th [of April 1945], I felt as if I had been struck a physical blow. My relations with this shining personality had played so large a part in the long, terrible years we had worked together. Now they had come to an end, and I was overpowered by a sense of deep and irreparable loss.





### WISDOM AT FULTON

A shadow was fallen upon the scenes so lately lighted by the Allied victory [declared Churchill at Fulton, Mo. in March 1946]. From Stettin in the Baltic to Trieste in the Adriatic, an iron curtain has descended across the Continent. . . . Throughout the world . . . the Communist parties or fifth columns constitute a growing challenge and peril to Christian civilisation.



### PRIME MINISTER AGAIN

The difference between our outlook and the Socialist outlook on life is the difference between the ladder and the queue [Churchill said campaigning in the 1951 British general election which returned him, beaming, to No. 10 Downing Street]. We are for the ladder: let all try their best to climb. They are for the queue: let each wait in his place till his turn comes.



### ELIZABETH'S CORONATION

Here at the summit of our world-wide Commonwealth is a lady whom we respect because she is our Queen and whom we love because she is herself . . . [Churchill said at Elizabeth's Coronation, which he attended with Lady Churchill]. We pray to have rulers who serve, nations who comfort each other and for peoples to thrive and prosper free from fear. May God grant us these blessings.



### HOME AT CHARTWELL

I built with my own hands [at Churchill's estate Chartwell] a large part of two cottages and extensive kitchen-garden walls, and made all kinds of rockeries and waterworks and a large swimming-pool which was filtered to limpidity and could be heated to supplement our fickle sunshine. Thus I never had a dull or idle moment from morning till midnight. [At Chartwell, Sir Winston could

indulge his chief hobby, painting.] . . . armed with a paint-box, one cannot be bored . . . one cannot "have several days on one's hands." Good gracious! What there is to admire and how little time there is to see it in! For the first time one begins to envy Methuselah. . . . When I get to heaven I mean to spend a considerable portion of my first million years in painting. . . .



### MEETING IN BERMUDA

We [Churchill, Eisenhower and Laniel at Bermuda in December 1953] discussed . . . the recognition of the Chinese Communist Government, the admission of China [to the U.N.], Korean problems and even such awkward personalities as Syngman Rhee and Chiang Kai-shek. . . . I discussed with the President a number of points about the atomic problems affecting our two countries.



### THE HEIR-APPARENT

I cannot describe . . . the aid and comfort he has been to me in all our difficulties . . . [Churchill has said of his political heir-apparent Anthony Eden]. His knowledge . . . his experience . . . his breadth of view, his power of exposition, his moral courage, have gained for him a position second to none among the Foreign Secretaries. . . . We thought alike even without consultation.









**TELLING HIS STORY,** Valery smokes and squirms and stretches as he talks to reporters (at top) in Berlin, then broadcasts to East Germany over U.S.-run station RIAS.

# A JIVY RUSSIAN'S WESTERN JUMP

**Soviet teen-ager, asking for asylum,  
airs an opinion: 'Communism stinks'**

*In Berlin, U.S. authorities found last week they had custody of an unusual sort of defector. He was Valery Lysikov, son of a Soviet lieutenant colonel. From Berlin LIFE Correspondent John Dille cabled this account of why Lysikov headed west, and Photographer Ralph Crane sent these pictures of him feeling quite at home there.*

For 17-year-old Valery Alexandrovich Lysikov, March 18 started like any other school day. He rose early. In his parents' one-room apartment at Schönefeld air base in East Berlin he drank down his eye-opening cup of tea, pulled on his fur-collared coat and caught the bus for Soviet School Number One at Karlshorst, the fenced-in Russian occupation headquarters.

That afternoon Valery was summoned by the director of the school and confronted with a letter about to be mailed to his father. It explained that Valery was under dangerous American influences and was an unreliable Soviet, implying that he should be sent back to Russia for safekeeping, perhaps to the so-called "newly settled area" in Siberia.

In the Lysikov household such a letter would be dynamite, for Valery's father was not only a high-ranking Soviet pilot and a dedicated party member but a stern man who tolerated no nonsense from his son. One time when he caught Valery listening to a Voice of America news program, he beat the boy up and hid the radio tubes. But later Valery was left with his grandmother in Stalingrad and was able to resume his clandestine listening because the old woman was too deaf to know what program he had on.

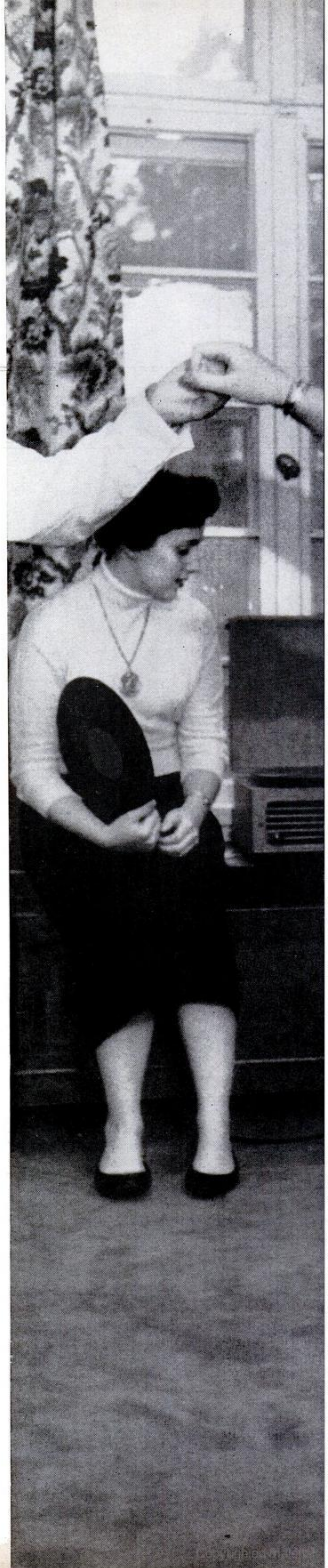
In school Valery's indiscretions were much more flagrant. He loved the jazz he heard on the Voice of America and sometimes he would start jam sessions in class using pencils for drumsticks. If the teacher made a particularly anti-American remark, Valery often chimed in with an audible "nuts" in Russian. When the teacher had broken into tears announcing Stalin's death, he let out a loud guffaw.

Valery's school record was dotted with other black marks. He stalled off joining Komsomol, the Soviet youth group, enlisted in the Anarchists, a secret anti-Communist society of some 50 students. Their mission was to make life hard for the Komsomols, and their motto: "Anarchy is the mother of order."

When Valery saw the accusing letter the school was sending his father, he made up his mind. A sudden decision, "*Menya stuknulo*" (it hit me), he says.

As he left school Valery stopped to buy cigarettes, and as his classmates strolled ahead, he slipped into the subway. He rode to Alexanderplatz, near the West Berlin border, but then got lost. In the distance he saw American planes coming in for a landing and, ducking down side streets, headed for the airfield. A while later American officers in West Berlin found him loitering at the Tempelhof airport gate, uncertain how to go about asking for asylum.

Last week, smoking one cigaret after another, Valery was bombarded with questions. Was life better in East Germany than in Russia? "Yes, one comes from Russia with empty trunks." Could he sum up his feelings about Communism? Back through an interpreter came the instant reply. "Yes, it stinks."







**PLAYING PILOT,** Valery peers from cockpit of an Air Force transport which he was taken out to see at Tempelhof. His main ambition is to become a flyer.



**DOING TRICKS** with coasters, Valery rests up between broadcasts. Later his parents came to West Berlin and vainly pleaded with him to come home.



**LEARNING TO JITTERBUG,** after watching from corner (picture at left), Valery is instructed (above) by Lianda King, the daughter of a U.S. Army officer.



# A SCRAP IS NOT ARMAGEDDON

## POLITICS AS USUAL

Since the U.S. is on the eve of grim decisions which may bring war (*see right*), historians of the future may well look back upon this present moment to inquire: what were the representatives of the people doing to alert them to their peril, and prepare them for the consequences?

The answer, as far as one could see last week, was: nothing.

The representatives of the people were not acting as patriots act when crisis unites the country. On the contrary most Republican and Democratic congressmen alike seemed to be acting as politicians, and rather cheap politicians at that.

Was the question of the day what would happen at Quemoy or Matsu in April? No, it was what may have happened, or should have happened, or didn't happen at Yalta a decade ago. Instead of using the Yalta papers as a study of what to avoid in the future, bitter partisans were using them to impugn the motives of their political opponents. When President Eisenhower, to his credit, disowned such tactics, his party's Senate spokesman, Senator Knowland, refused to go along.

Those who were not fighting dead issues were preoccupied with 1956. The Democratic leaders were congratulating each other on having undermined the prestige of Secretaries Dulles, Wilson and Benson and were pondering whether George Humphrey wasn't their logical next victim. And certain Republican strategists, having helped turn Senator Fulbright's stock market investigation into a political brawl, were actually considering an attempt to blame any future recession on Fulbright for undermining confidence and "playing politics [sic!] with the people's prosperity."

Perhaps it was Democratic Senator Richard Neuberger of Oregon who won the irrelevancy championship of the week. The hour of decision found him trying to embarrass the President on a silly issue (*see p. 153*) about squirrels on the White House lawn.

In a normal situation, all such antics would be normal preconvention year politics. But in a situation as grave as the present, responsible men of both parties might reflect on how their preoccupations look to the people who pay the bills and might have to do the fighting.

The President is meeting congressional leaders this week for a grave purpose. It is to discuss the question of whether—and in what circumstances—the U.S. may soon be again at war. Another danger hangs over these conferences. It is that the question may have been presented—to the President, to Congress, and to the American people—in such a way as to invite the wrong decision.

Some of our best-informed military authorities believe that the Chinese Reds are more likely than not to attack Matsu before the end of April. Matsu is a tiny island 18 miles from the coast of Red China and 90 miles from Formosa. It is barely big enough to hold a single division of Chinese Nationalist soldiers, who are now there and who will fight for it. Another 50,000 Chinese Nationalist soldiers are dug into the larger islands called Quemoy farther down the coast, which the Reds are also expected to attack next if Matsu is taken.

Although the Chinese Nationalists will fight for these islands, they probably cannot hold them long without U.S. air and sea support. Congress, in its powerful resolution supporting our defense of Formosa, assured the President it would back him up in the defense of "related territories" as well. Thus the President has both the right and the duty to react strongly to Communist aggression on Matsu.

Pentagon thinkers, as well as Secretary Dulles, are sure that if we fail again to stand up to Red aggression anywhere in Asia, the U.S. will sacrifice the confidence of millions of anti-Communist Asians. But although the admirals and generals are against retreat in principle, in practice they make resistance sound so risky that to laymen it seems almost foolhardy. We spend \$40 billion a year for armaments, yet we never seem to have the right tools to deal with any particular situation.

In the case of Matsu the President is offered three choices. One is to let the Nationalists die fighting on the island while the Seventh Fleet steams up and down the Straits *behind* them exhibiting our determination to fight—some other day.

The second choice is tactical action against the Red Chinese mainland. It means dropping atomic bombs on mainland airfields, railroads and industrial installations, all the way from Canton to the Yalu. This would be really "massive retaliation." And the Pentagon is probably better prepared for this than for the third choice.

The third and most appropriate action is to limit our operations to immediate support of the Chinese Nationalists in the defense of the islands, bombing enemy staging areas on the mainland, interdicting Red landings and covering supply routes from Formosa with the Seventh Fleet. Since the islands are in tight waters where the Seventh Fleet would

be under shore batteries, the Pentagon is afraid that this limited action would not be enough to save the islands, and that the U.S. might be involved in a face-losing defeat.

Thus presented, the three courses of action before the President are shrouded in the blackest possible light. It sounds as if (in General Bradley's immortal phrase) the nation is facing "the wrong war in the wrong place at the wrong time." There never has been a right war at a right place at the right time, except in retrospect. The Korean war looks that way now. Are we, in fact, incapable of facing a fight except in a state of shocked surprise, as after Pearl Harbor?

It might seem as if the only answer is yes, considering all the ifs, ands and buts in Washington and the calculation of whether Matsu would lead to an exchange of H-bombs with Moscow. All this is irrelevant. The calculation of what would lead to an H-war is properly a Communist calculation before it is ours, since on this point they hold the initiative. It is true that, like every limited action, the defense of Matsu would involve the risk of a big war. But it is also true that if we retreat again an eventual general war is even more likely. The very fact that we honor our limited commitments with obvious appreciation of the consequences makes it less probable that the enemy will react.

The real choice we face is narrow and simple. We have sought a cease-fire in the Formosa Strait, and Dulles, with the President's implied backing, has made the terms for it quite explicit. We will not defend these little islands "as such," he said, but only as part of the defense of Formosa. If the Reds renounce their design to take Formosa by force there need be no fighting.

They have shown no signs of any such renunciation. Unless they do so, we are committed to defend these little specks of remote real estate. To defend these islands may be difficult, but not nearly so difficult as to reconstruct a defense of the Pacific after another Communist victory.

Our defense of these islands need not, and for the moment certainly should not, commit us on the larger question of a mainland war with China, or Chiang Kai-shek's role therein. The way to defend the islands is to defend them, not to anticipate Armageddon. The prospect at Matsu is a scrap, not a war. We are summoned to defend a pin point, on which, however, rides the whole moral question of whether or not we are ever going to resist Red gunfire anywhere.

If the Pentagon cannot figure out a way to discharge this extremely limited assignment from their \$40-billion budget, why should we not pull our forces back to memory-laden Pearl Harbor? It would even be better to lose these islands while fighting for them than to lose the world while fighting the elephantine inhibitions of our own musclebound might.





## Pick a vegetable, any vegetable . . .

. . . you're almost sure to find it in Campbell's Vegetable Soup! Pick carrots, bright orange carrots — tender as gentle simmering makes them. Small peas and baby lima beans — sweet as the morning they were taken from the pods. Green snap beans, too — without a string to their names. Big white potatoes, trimmed by hand. And fancy Pascal celery, rushed from the fields and kept crisp on ice . . . golden onions, glistening with goodness . . . that Campbell Tomato, red and plump from sun ripening. You'll even

find sweet peppers and okra . . . whole grains of barley, tender leaves of cabbage. And, mellow turnips, sweet potatoes and alphabet macaroni.

Here are the garden's finest vegetables — seasoned gently, simmered slowly to delicious perfection in a real beef stock. It's Campbell's Vegetable Soup — the savory sum of good things cooked with old-fashioned care and skill!

So you name it — you'll have it! Any vegetable is a better vegetable in . . .

**Campbell's** Vegetable Soup



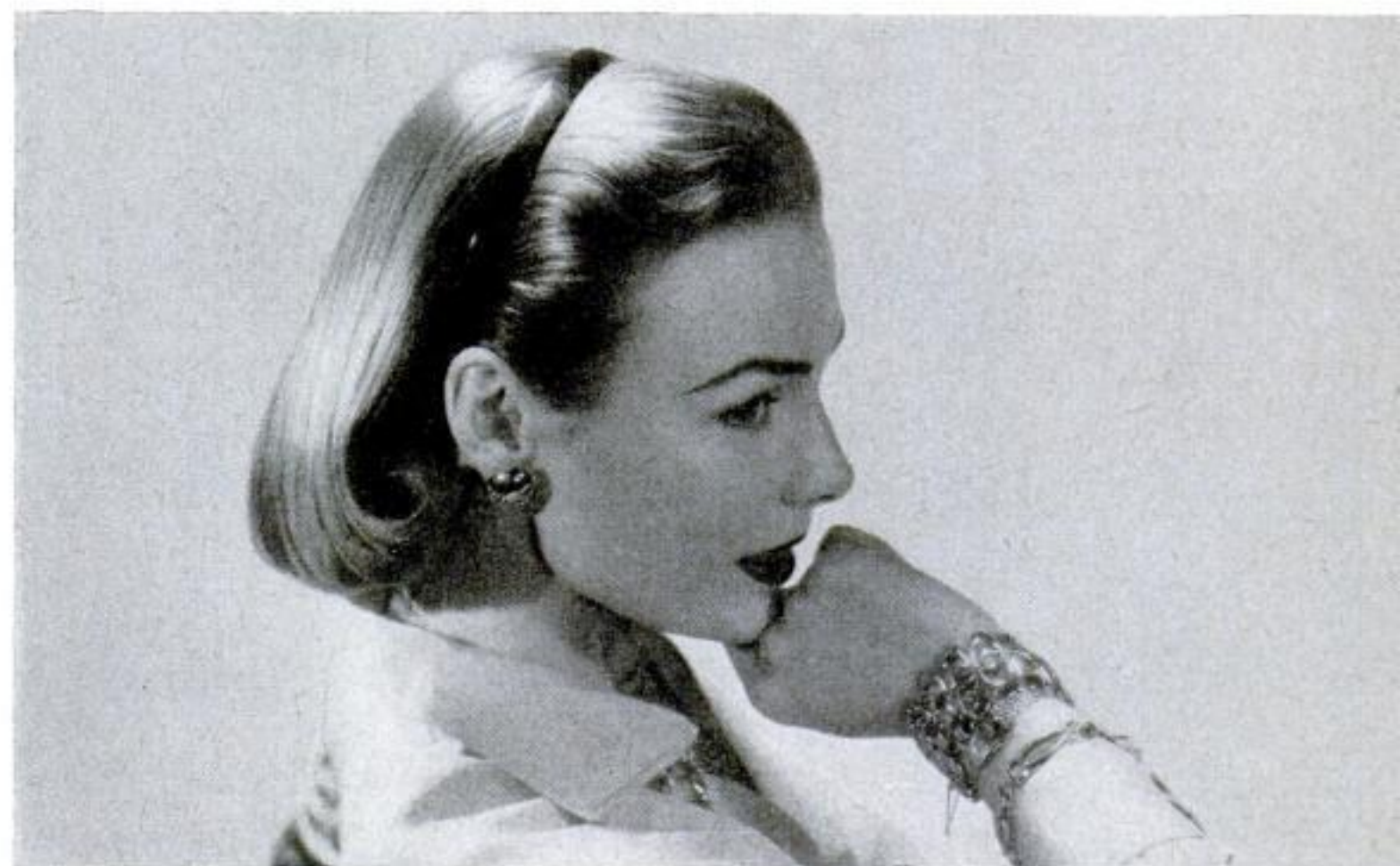
Once a day...  
every day...  
**SOUP!**



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*New!* Loose-Casual Lilt  
to give you a  
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Never before have home permanents been created to give you exactly the right degree of curl, wave and body... to suit the hair style you prefer!

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*Medium Lilt*

If you like a carefree, "just-brushed" hairdo — something on the casual side — then you need **Loose-Casual Lilt**, for a loose, casual wave. It gives your hair a little body, and a soft, flowing curl. With this as a base it's easy to set the style you want — quickly, surely and perfectly.

Or you may choose **Medium Lilt** for a medium wave, and avoid extremes on either the casual or curly side. Medium Lilt gives you plenty of curl to do what you like in the way of sweeping rolls, or end curls. But there's never a "tight" look to it.



*Very Curly Lilt*

**Very Curly Lilt** gives you a very curly wave, for firm curl where you want it and lots of body, for that wonderful, luxuriant look of abundant curl. You can set it to all-over curly styles, to more sophisticated "sculptured" lines, or to a richly feminine, deep wavy look.

**Three new home permanents** — three new waving lotions, to give the wave you need for the style you want. (And by the way, a quick sniff will tell you how wonderfully new the lotions really are! They smell much nicer than the ones you've known.) So forget about old-fashioned home permanents, which had you guessing as to how much curl you'd get. Tomorrow get the Lilt that's right for you and be sure of getting the wave you need for the hair style you want.

**\$1.75** plus tax

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FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 80% GRAIN NEUTRAL SPIRITS





DIRECTING PROXY FIGHT, AVERY STAYS ON THE JOB IN HIS CHICAGO OFFICE, MAKING NO SPEECHES. HE SAYS HE NEVER MET RIVAL AND DOES NOT WANT TO

## THE OLD CHAMP AND THE YOUNG CONTENDER

As Avery faces Wolfson, the battle for control of Montgomery Ward goes into its last crucial weeks

With families no longer owning the companies their forebears established and many managements no longer exercising stock control of the companies they run, this has become an era of wars over U.S. corporations. In past months, outsiders rallied stockholders to unseat management of the New Haven railroad and the New York Central. Last week a battle to control

the \$721 million mail order and retail house of Montgomery Ward & Co., second biggest in the country, reached its fiercest pitch as Chairman Sewell L. Avery, 81, roused himself to fight off the challenge of 43-year-old Louis E. Wolfson (LIFE, Sept. 6 and Nov. 22, 1954).

Avery, the embodiment of conservative capitalism, was directing from his paneled throne

room a campaign of doorbell ringing and letter writing. He attacked the fitness and the motive of Wolfson and defended his own policies as wise and necessary. Wolfson and his retinue were out on the stump among the stockholder electorate, vowing to clean out "decadent management." The voting which will decide the battle takes place in Chicago on April 22.

AT NEW YORK MEETING WOLFSON (RIGHT) AND BACKER FRANK LEAHY, EX-NOTRE DAME COACH, SCOWL AT HECKLERS WHILE STOCKHOLDER MAKES SPEECH





## MR. WARD'S MAIL ORDER BUSINESS BECAME AN EMPIRE



**A. MONTGOMERY WARD**, the founder, launched his business in Chicago on \$2,400.



**EARLY CATALOG** built up sales by offering bargains in latest fashions. This page appeared in autumn of 1900.



**AS BUSINESS GREW**, orders were processed by girl clerks. This picture was taken about 1909 in

## AN OLD AND PROFITABLE STAKE

Montgomery Ward & Co. had a sturdy growth after its beginning in 1872. But it was in dire straits in 1931 when Sewell Avery came to rescue it from the depression. With no experience in the mail order business, but a good reputation earned in the gypsum industry, the new board chairman shook up an inefficient management and within three years converted an \$8 million annual loss to a \$10 million annual profit.

When World War II ended, Avery expected a depression and started squirreling away profits for use when a dollar might buy more. His program built a \$327 million nest egg in U.S. bonds and hard cash, but also gave his company a sales increase of only 36% while its major rival, Sears, Roebuck and Co., increased sales 184%. Meanwhile, Avery proved an almost impossible boss to work for. In 24 years, five Ward presidents and some three dozen vice presidents have left, unable to satisfy Avery's unpredictable demands or unwilling to put up with his imperious ways. These were big talking points for Wolfson who, besides complaining about Avery's ways, promised to pay liberal dividends after he got in.



**AVERY STRATEGY** is discussed at lunch which Avery attended despite cold. He is flanked by President E. A. Krider (right) and Vice President John Barr.



**WOLFSON CAMPAIGN** moves on at meeting of stockholders in hotel in Chicago. Under spotlight, Wolfson explained his plans for revitalizing company,





company's new building that later was greatly expanded. Ward retired wealthy in 1892, died in 1913.



**PRIZE OF BATTLE** is vast merchandising empire, whose headquarters stretch for half a mile along

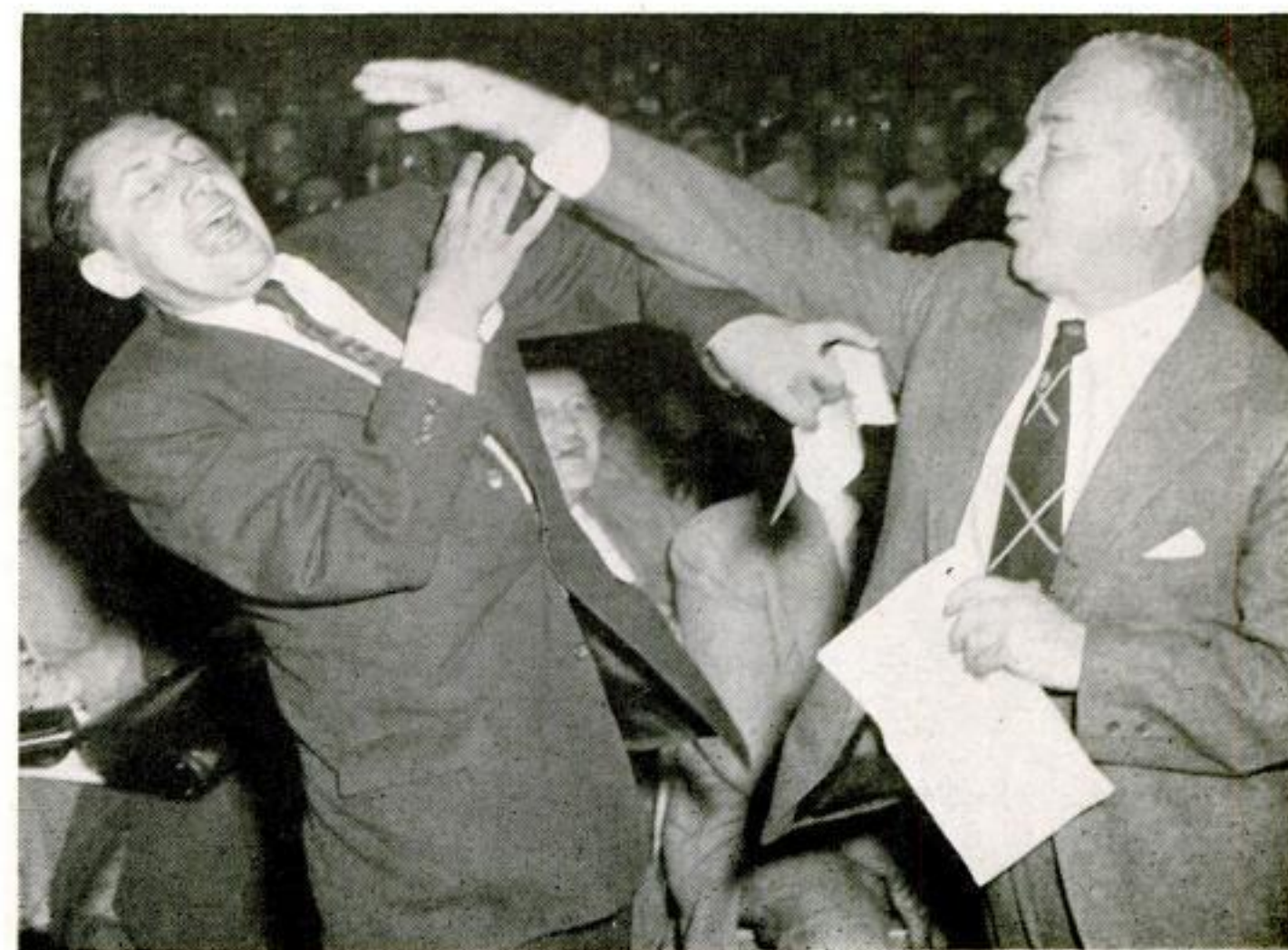
Chicago River. Company also has stores, mail order units, offices and warehouses in some 900 towns.



then answered questions from the floor. He calls his meetings "coffee cup sessions" because after the talks everybody gets together to drink coffee and chat.



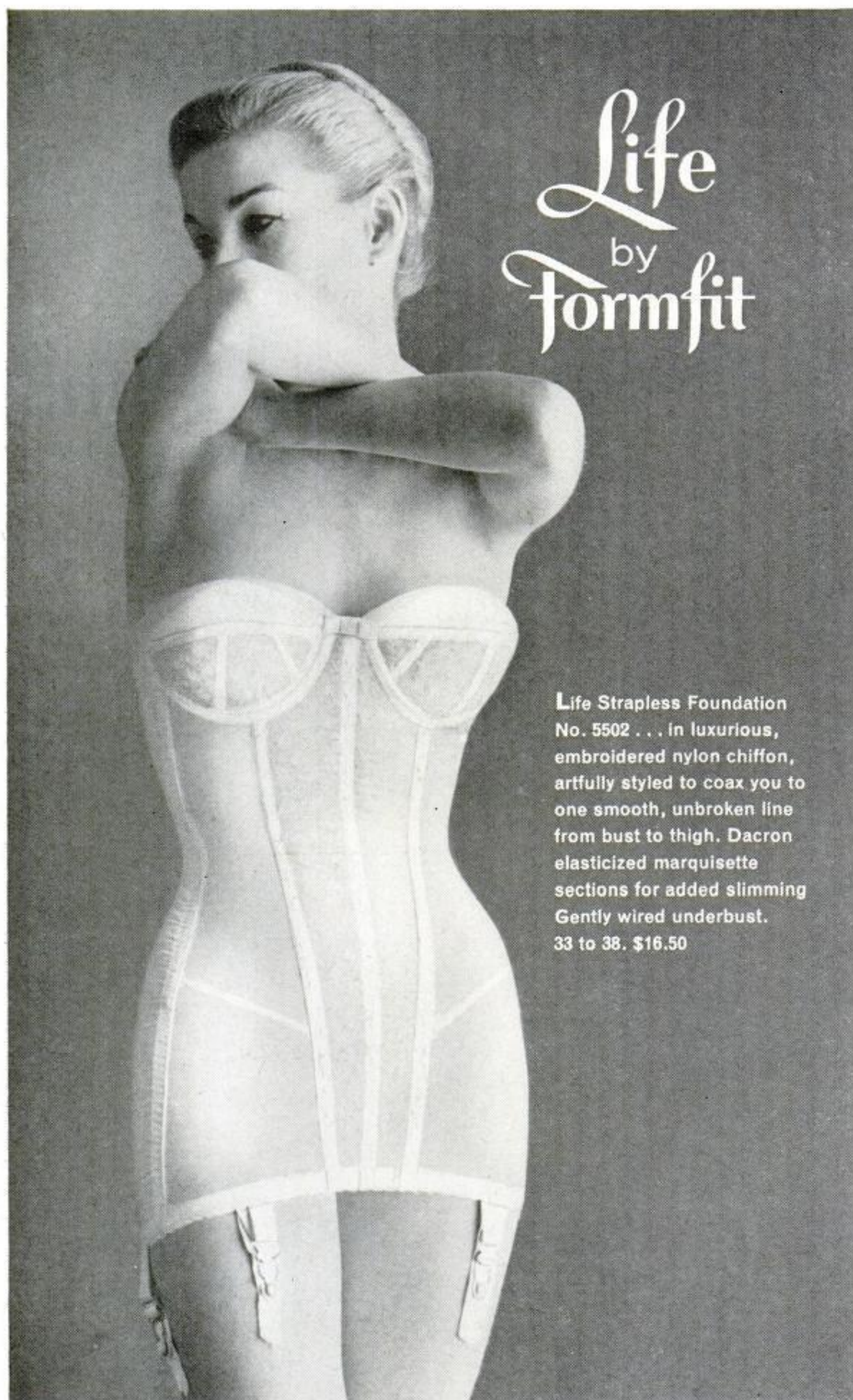
**PRETTY PROXY COLLECTORS** seek support for Wolfson at New York meeting attended by 2,500. The campaign has cost Wolfson nearly \$350,000 to date.



**NEAR SCUFFLE** interrupts lively New York meeting as two pro-Wolfson stockholders wrangle over which one has the floor during the open question period.



## THE WOOING OF A STOCKHOLDER



Life  
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**Life Strapless Foundation**  
No. 5502 . . . In luxurious,  
embroidered nylon chiffon,  
artfully styled to coax you to  
one smooth, unbroken line  
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33 to 38. \$16.50

### A *Gaytime* Foundation by **Formfit...** Styles for Playtime and Daytime too!

COUNT YOUR CHANGES in any busy day that takes you from the kitchen to a cocktail party . . . from the supermarket to the school meeting. *And make your changes count* . . . with a bra and girdle to complement every outfit! Whether it's a sweater or a strapless sheath . . . a suit or a sunback . . . Formfit has the Bras, Girdles and Foundations styled to your *Daytime, Playtime and Gaytime* needs. So comfortable, so glamourizing . . . you'll love Life wherever you go, whatever you do. See what beautiful things happen to you, to the clothes you wear—when you start every change with the *right* Formfit Bra and Girdle. Remember—only Formfit meets your fashion needs—all through the day!



**Free!** "Your Figure Type—What to Do About It." Send for this informative Formfit booklet today. Mailed in plain envelope. Write to The Formfit Company, Dept. F-55, 400 South Peoria Street, Chicago, Ill.



Prices slightly higher in Canada



**PROXY FOR AVERY** results when Clarence A. Mohr, a Ward assistant merchandising manager, visits Mrs. William Ewen in her Evanston, Ill. home.



**PLEA FOR WOLFSON** is made later to Mrs. Ewen by former baseball player Dick Sisler. He urges her to change vote, gets cool though attentive reception.



Your reducing diet  
calls for sugar?

Certainly! Sugar for energy!  
And remember... 3 teaspoons of  
Domino Sugar contain  
fewer calories than your egg!



## It's smart to stay slim and trim and get *Domino's* "Energy Lift" too!

Which is Less Fattening?



Yes, 3 teaspoons of Domino Sugar  
contain fewer calories than  
One Boiled Egg!

Sure, you need Domino Sugar to sweeten coffee, tea and your favorite foods. But equally important . . . Domino Sugar supplies quick-energy—fast. Faster than any other food. What's more, there are only 18 calories in a teaspoon of Domino Sugar. That's fewer calories than in many "reducing diet" foods! So if you're reducing, remember: "Sugar-starved" people

often lose pep and energy instead of weight! Just as Eggs are famous for their health values—in a well-balanced diet, Domino Pure Cane Sugar helps supply the quick food-energy you need every day for pep and vitality.

So be smart . . . use a sensible amount of satisfying, *low-calorie, high-energy* Domino Sugar at every meal...for only one sugar is Domino Pure.



### FREE! NEW DOMINO DIET BOOKLET

The American Sugar Refining Co., Box 203, N. Y. 5, N. Y.

Gentlemen: I'd like to learn the safe, sure way to lose weight without losing pep . . . or giving up energy-giving Sugar! Please send me free and postpaid Domino's New Reducing Diet Menu Booklet.

NAME.....

ADDRESS.....

CITY.....STATE.....

**SWEETEN IT WITH DOMINO—AMERICA'S LARGEST SELLING SUGARS**



Famous for Quality

# TAREYTON

Gives You Much More  
Smoking Enjoyment

Herbert Tareyton has a time-honored reputation for quality because it gives smokers everything they could ask for in a fine cigarette.

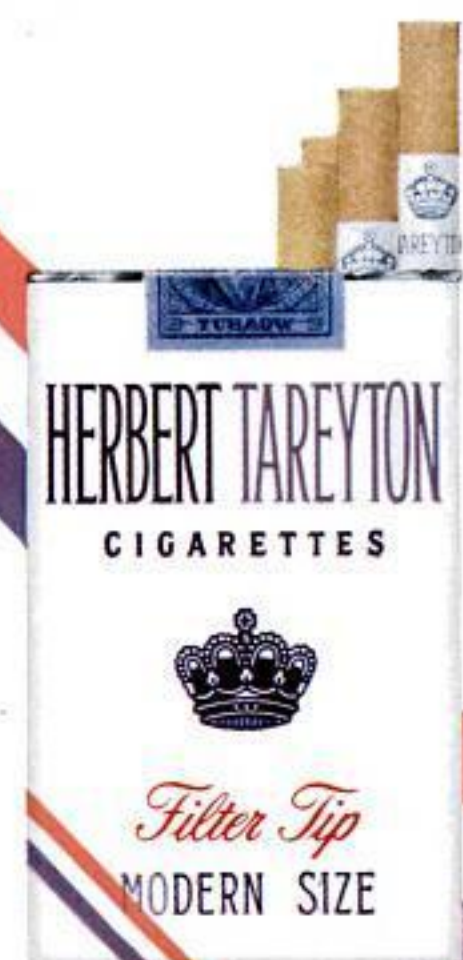
You'll like Herbert Tareyton for its superior blend of mild, rich, wonderfully smooth tobaccos . . . for the extra measure of good smoking you get in Tareyton's king size . . . the genuine cork tip that doesn't stick to your lips. Try Tareyton today—we think you'll agree that everything about Herbert Tareyton gives you much more smoking enjoyment.

*This fine piece of old silver, from the reign of George II, is the work of William Peaston, London, 1748.*

**FILTER TIP SMOKERS!** Tareyton is also available with the Activated Charcoal Filter—the best in filtered smoking because you get all the full-bodied taste of Tareyton's famous quality tobacco and real filtration, too!

HERBERT TAREYTON, PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

©A. T. CO.



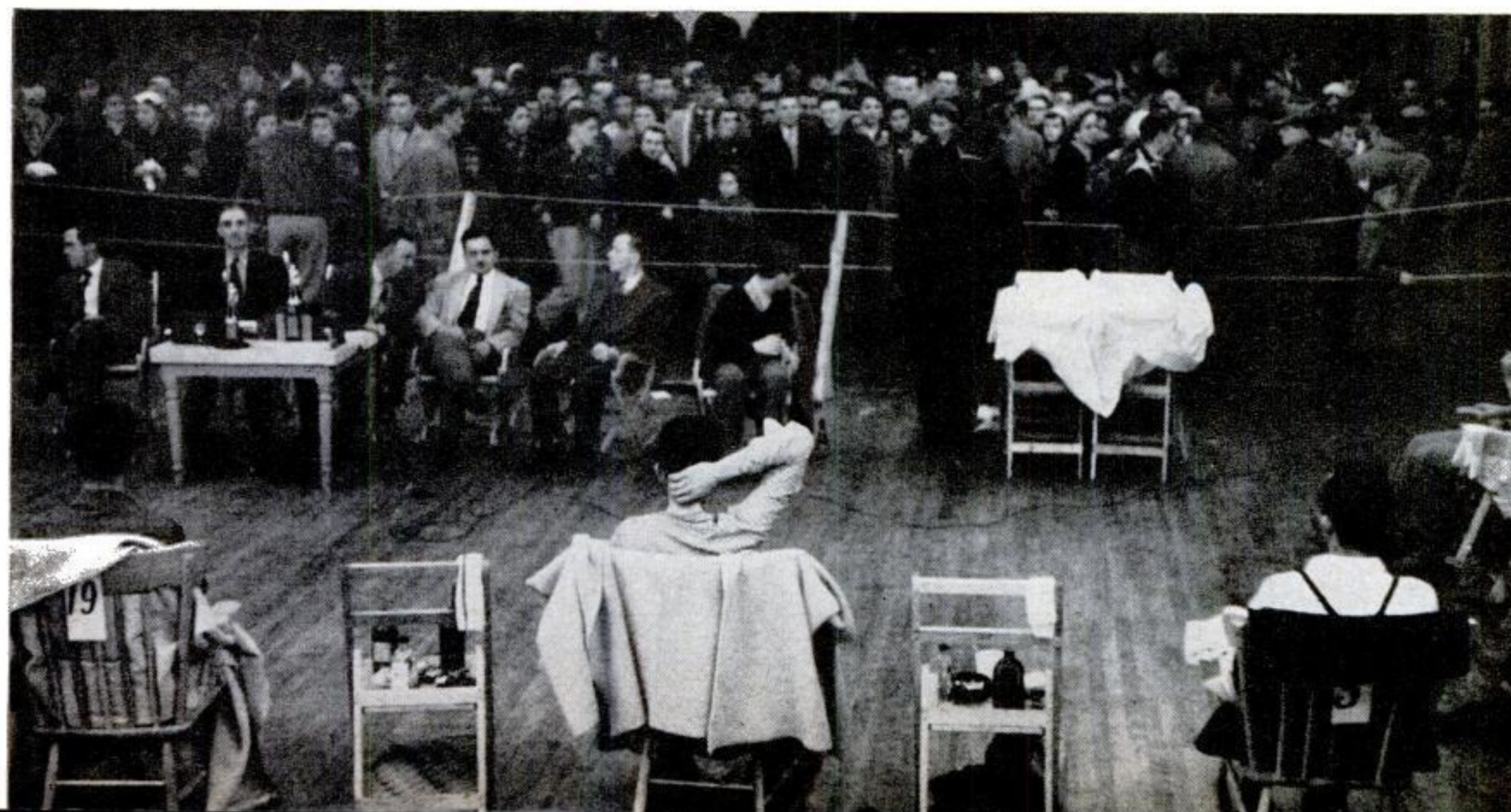


# OL' ROCKIN' CHAIR GOT 'EM

Quebec sees a curious marathon

In a dance hall in the little Canadian town of Lauzon, 20 men sat down last week and started tilting to and fro with a grimness quite alien to that gentle instrument of shady porches, the rocking chair. Recruited in a community that is suffering from severe unemployment with lay-offs in its shipyards, the jobless contestants were competing for cash prizes in a rockerthon. The idea, most bizarre twist in Canada's epidemic of walkathons, pianothons and poolathons, was to see who could keep a rocking chair going the longest.

While French-Canadian spectators stomped and whistled or looked on in glum silence, the competitors' trainers shouted, "*Berce! Berce!*" ("Rock! Rock!"). The sweaty *berceurs* doggedly kept in motion day and night, for the rules required continuous rocking except for a three-minute break every three hours. Contestants could eat either during the break or while rocking but could take no alcohol or drugs. For the first 45 hours they had to keep one foot planted on the floor at all times. Thereafter they could lift both feet. One by one they dropped out, some succumbing to delirious exhaustion. One contestant fancied he was being attacked by flies and quit. One man wept for an hour and a half while rocking and later collapsed and was carted off in an ambulance. Another thought he was in a hospital with pipes in his legs. At 70 hours only three rockers were left and at 79 hours, 40 minutes and 58 seconds the rockerthon came to a hysterical end (p. 54).

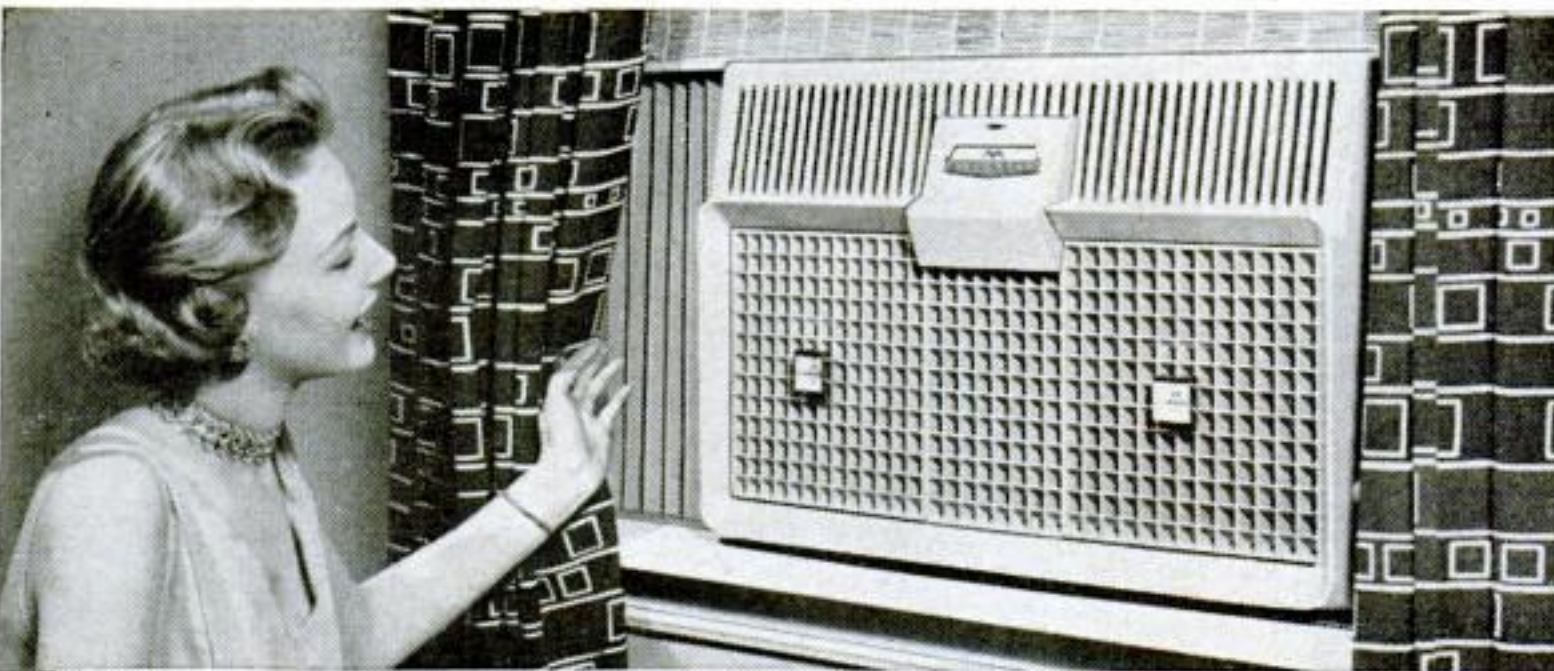


**FURIOUS ENERGY** at the 48-hour mark is expended by rocker in the foreground. The man in back wisely is conserving his strength, rocking very slowly but enough to avoid being disqualified.

**STOLID CROWD** looks on from behind ropes while the judges at the table watch for any pause in the rocking. The contestants kept food, drink and liniment on the straight chairs beside their rockers.

CONTINUED ON NEXT PAGE 51





# 354,708 COOLING UNITS PER HOUR\* WITH A MITCHELL room air conditioner

\*Plus 2½ pints dehumidification per hour, ¾ H P Model

**...an all new high in cooling power!**

All air conditioners draw in warm air and discharge cool air, but this alone is not enough. The important question is *how much* air and *how cool*.

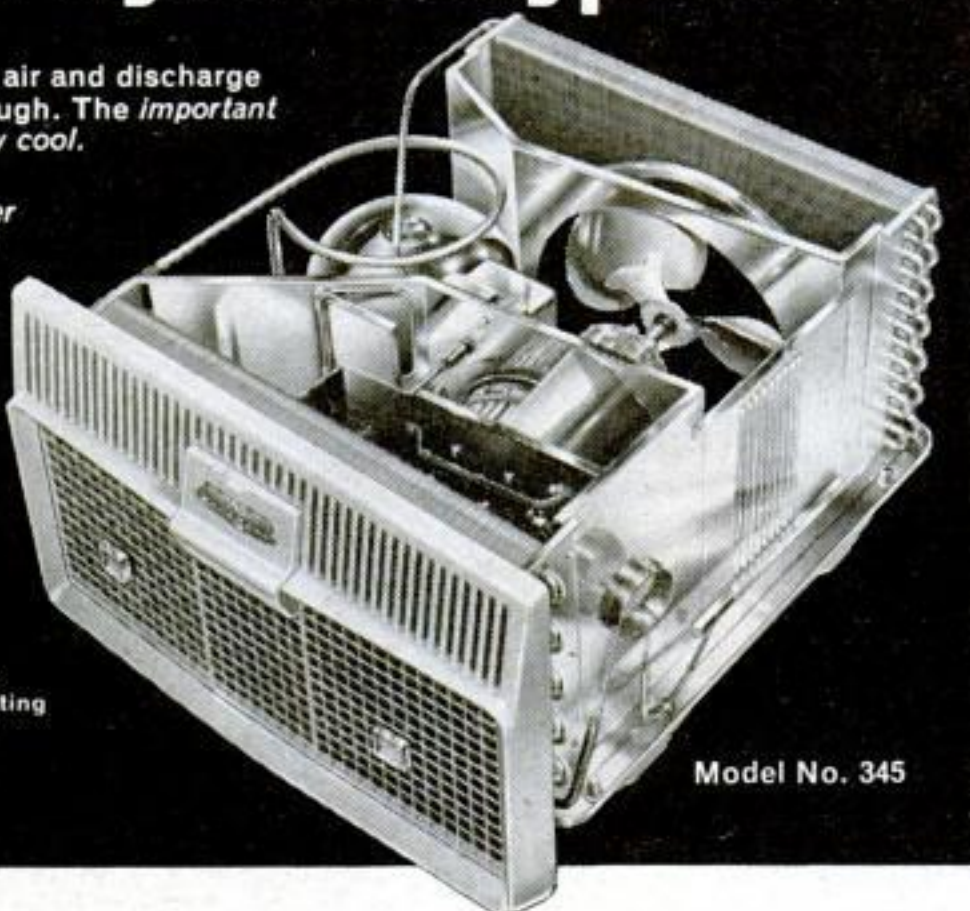
The new MITCHELL draws in more air, and discharges this larger volume at a lower temperature.

With the MITCHELL ¾ HP room air conditioner, you get 354,708 cooling units per hour... complete assurance of comfort under all temperature conditions.

Cooling Units equal the cubic feet per minute of discharged air from an air conditioner multiplied by the difference in temperature of the air entering and leaving.



Certified for superior and consistent operating performance by the United States Testing Company



Model No. 345

## MITCHELL FIRST WITH EXTRA COOLING

### EXPANDO-MOUNT INSTALLATION



Adjustable sides slide out to fill window giving a handsome, quick, air-tight, secure installation. A MITCHELL exclusive patented feature.

### TRUE FLUSH MOUNT

MITCHELL fits flat with the wall. Permits drapes to be drawn without a bulge. Blends harmoniously with any room decor.



# MITCHELL

Dept. 11, 2525 N. Clybourn Ave. Chicago 14, Ill. • In Canada: 19 Waterman Avenue, Toronto

### YOU CAN MEASURE...

70% more condenser surface for '55

20% greater air movement for '55

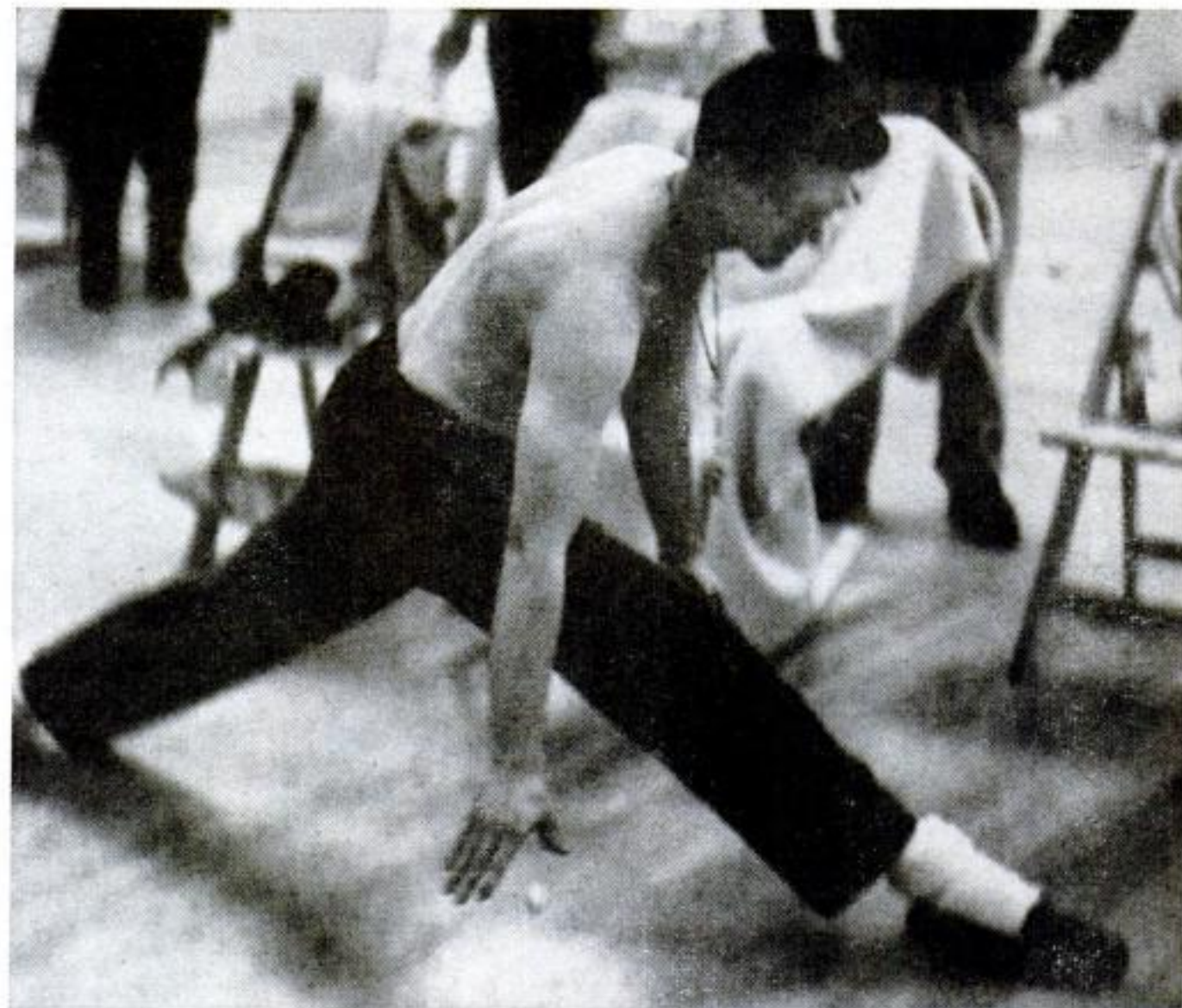
29% larger evaporator for '55

Mitchell, with its revolutionary *Super High Capacity Cooling Chassis* now leaves all '54 models years behind. See its sweeping engineering changes: *Air Flow Modulation*, the fast cool feature, cools a whole room in five minutes with the turn of a dial; *Twenty Direction-Aire* that puts draft-free comfort where you want it. Plus the most functional and attractive styling in air conditioning. *No other unit measures up to a Mitchell.* There's a size that's just right for your room...from ⅓ h.p. to 2 h.p.

Your Mitchell dealer is listed in the yellow pages of your phone directory.

...the world's finest room air conditioner  
**MANUFACTURING COMPANY**

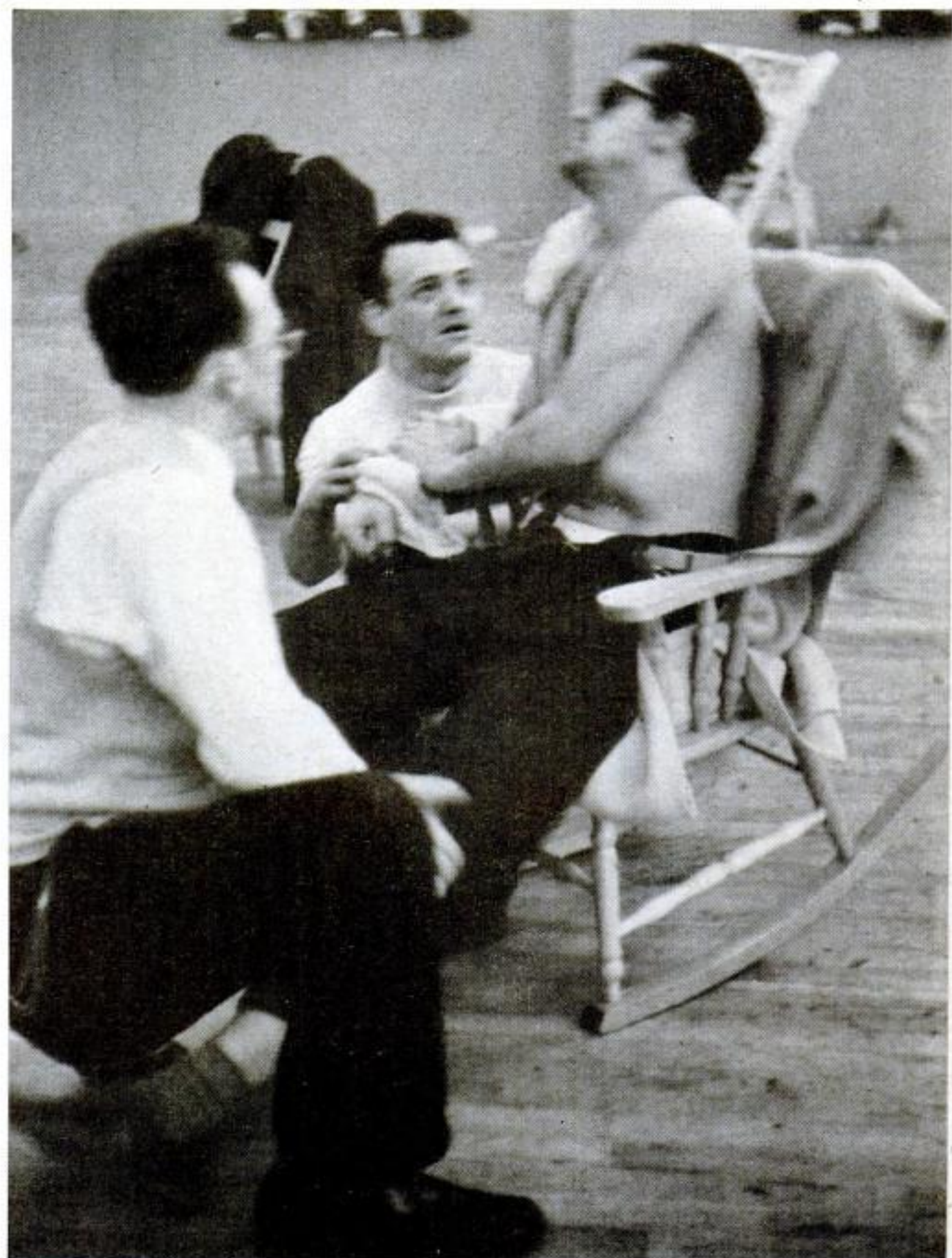
## Ol' Rockin' Chair CONTINUED



**DURING A BREAK** Gerard Labrecque eases his stiffness by doing a split. He also shadowboxed and danced. He went for 70½ hours before collapsing.



**SOMBER FAN** in the crowd was the area's unemployment commissioner, Thomas Lambert. In his district 6,000 are out of work—recalling U.S. job situation in 1930s when there was rash of marathons.

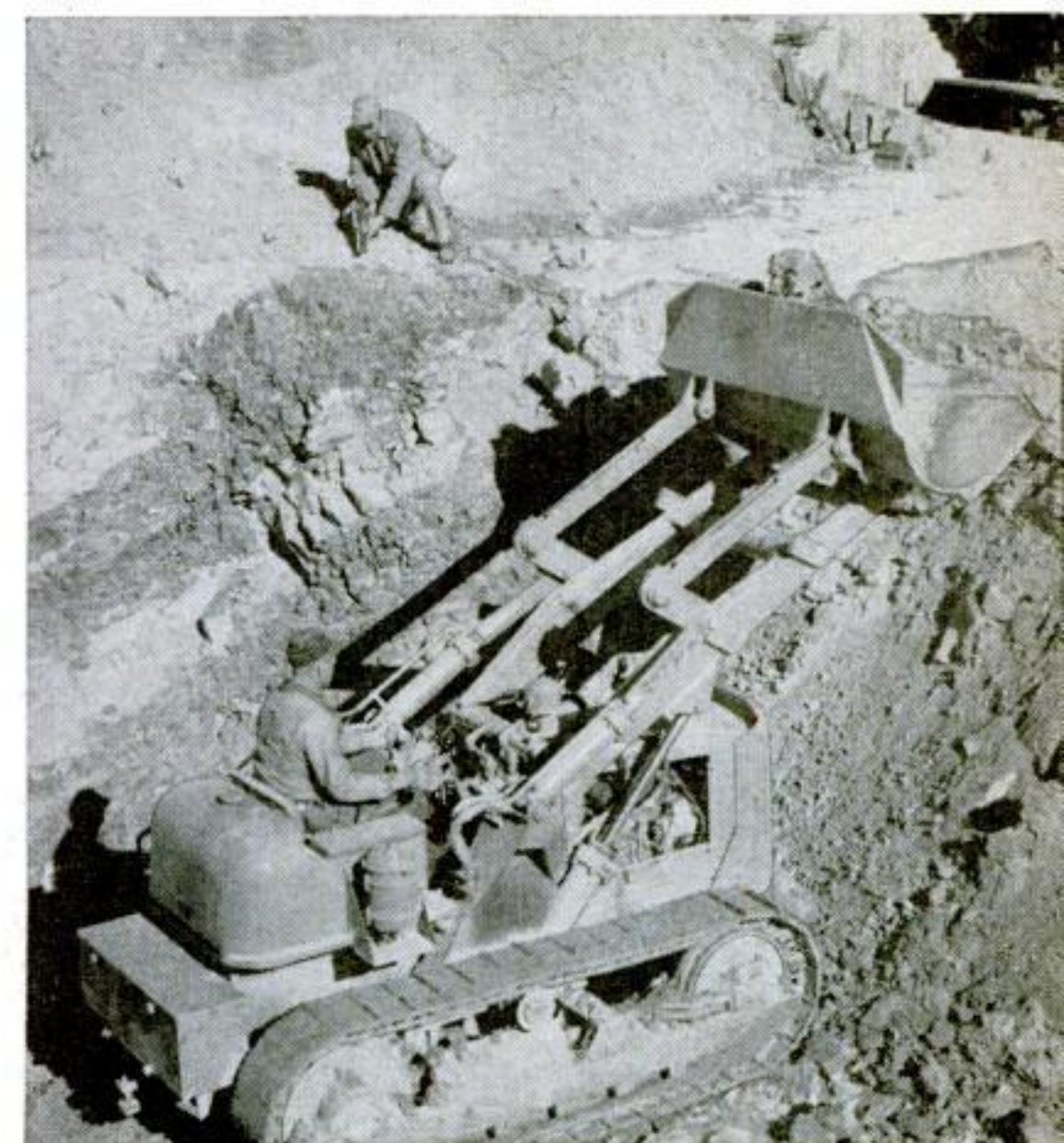


**GETTING A MASSAGE**, Raymond Robitaille, 23, is aided by chiropractor and cheered by friend as he rocks past 77-hour mark. Field was down to two.





**THIS IS THE FABULOUS RATTLESNAKE #9 CLAIM** that was sold for \$4,000,000. Amateur prospector, Blanton Burford of Dallas, Texas, shows how he discovered it with his Precision "Scintillator."



**THE LARGEST ORE BODY** at Rattlesnake #9 claim was discovered when a Caterpillar tractor exposed the ore vein. Burford cored out over \$1,250,000 worth of Uranium from this mine before it was sold.

**"I joined the Uranium rush...**

**AND SOLD MY FIRST URANIUM DISCOVERY FOR \$4,000,000!"**



**HERE IS ANOTHER** Luckytex Uranium claim in the Polar Mesa mining area. Its value is estimated by geologists to surpass the Rattlesnake claim which sold for \$4,000,000. This claim was located with a PRI "Scintillator," as were all of Mr. Burford's 300 claims.

... says Blanton Burford, amateur prospector who first detected Uranium with a Precision "Scintillator" on the fabulous Rattlesnake #9 Claim. **IT'S EASY TO USE**—Burford says, *"I knew nothing about instruments or prospecting. It was easy. All I did was to follow the instructions that came with my Precision Scintillator."*

PRI instruments have located the vast majority of the most valuable Uranium deposits in the United States. Mr. Burford now has over 300 claims valued at many millions of dollars ... all located with PRI instruments.

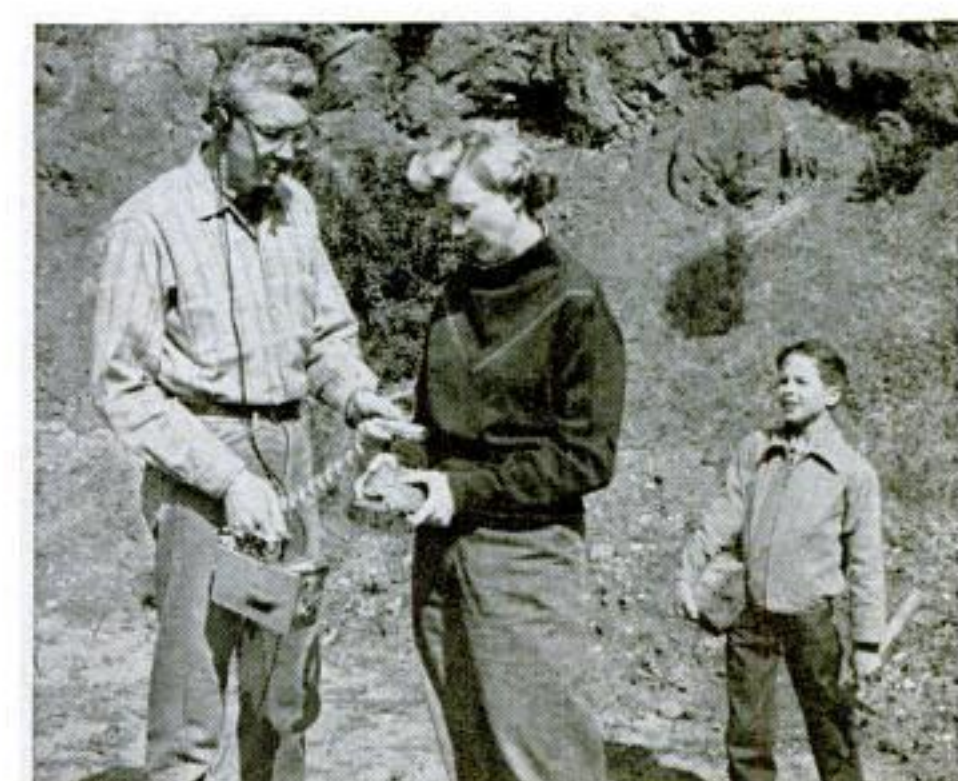
Burford's experience, plus that of thousands of other prospectors who have struck it rich in

Uranium, prove you need absolutely no technical knowledge. You too can Strike-it-Rich! In the past two years over \$3,750,000 in Government bonuses has been paid for Uranium discoveries. Over \$175,000 in bonuses is being paid each month to people just like you. The bonus is in addition to the price paid for the ore. All you need is a PRI instrument to take with you on your next camping, fishing or week-end trip. There's a model to fit every budget. Remember ... You can be the next Uranium millionaire.

See your nearest Precision dealer or send for your **FREE** illustrated booklet, *"64 Questions and Answers on Geiger counters and Scintillators,"* and complete catalog.



**LATEST DEVELOPMENT** in prospecting instruments is the new Model 111B Deluxe "Scintillator."\* Besides being the most sensitive instrument of its type made, the "Scintillator" is the only one that will reveal the actual value of Uranium ore right in the field.



**USED BY THOUSANDS** of American families and by the U. S. Atomic Energy Commission and the U. S. Geological Survey, Precision portable Geiger counters and "Scintillators" are the finest made for Uranium Prospecting. Buy yours now. Prices start at \$29.95.



**BLANTON BURFORD**, now President of Old Texas Mining Co. and director of the Luckytex Uranium Co., says, "You don't need special 'know-how' to be a successful Uranium prospector. With a Precision Geiger counter or 'Scintillator'\* any man or woman can do it."

PROSPECTORS  
RELY  
ON....



WORLD'S LARGEST MANUFACTURER OF PORTABLE RADIATION INSTRUMENTS

**PRECISION RADIATION INSTRUMENTS, INC.**

P.O. Box No. 78427, LOS ANGELES 16, CALIFORNIA

See your local Precision Dealer today!

See PRI instruments in action in Warner Brothers new picture, "URANIUM FEVER" now at neighborhood theatres throughout the country

\*Reg. U. S. Pat. Office



## It pays to stop at your shoe repair shop

In a matter of minutes, your shoe repairman can take shoes with that "down-at-the-heel" look and make them look as trim and neat as new again—with these heels that are famous for comfort, famous for wear!

Which heel do you prefer?



### NEOLITE

Generous NEOLITE inserts make this the finest, longest-wearing heel ever!



### NEOLITE PLUG

Cushion-easy Goodyear rubber—NEOLITE Plugs at points of greatest wear.



### WINGFOOT

America's favorite for over 35 years—neat-looking, long-wearing, economical!

Your shoe repairman has Goodyear heels the right size, the right type, the right price for everyone. See him today—let him get you set for the easiest walking you ever had!

## NEOLITE

### SOLES and HEELS

Made only by **GOODYEAR**

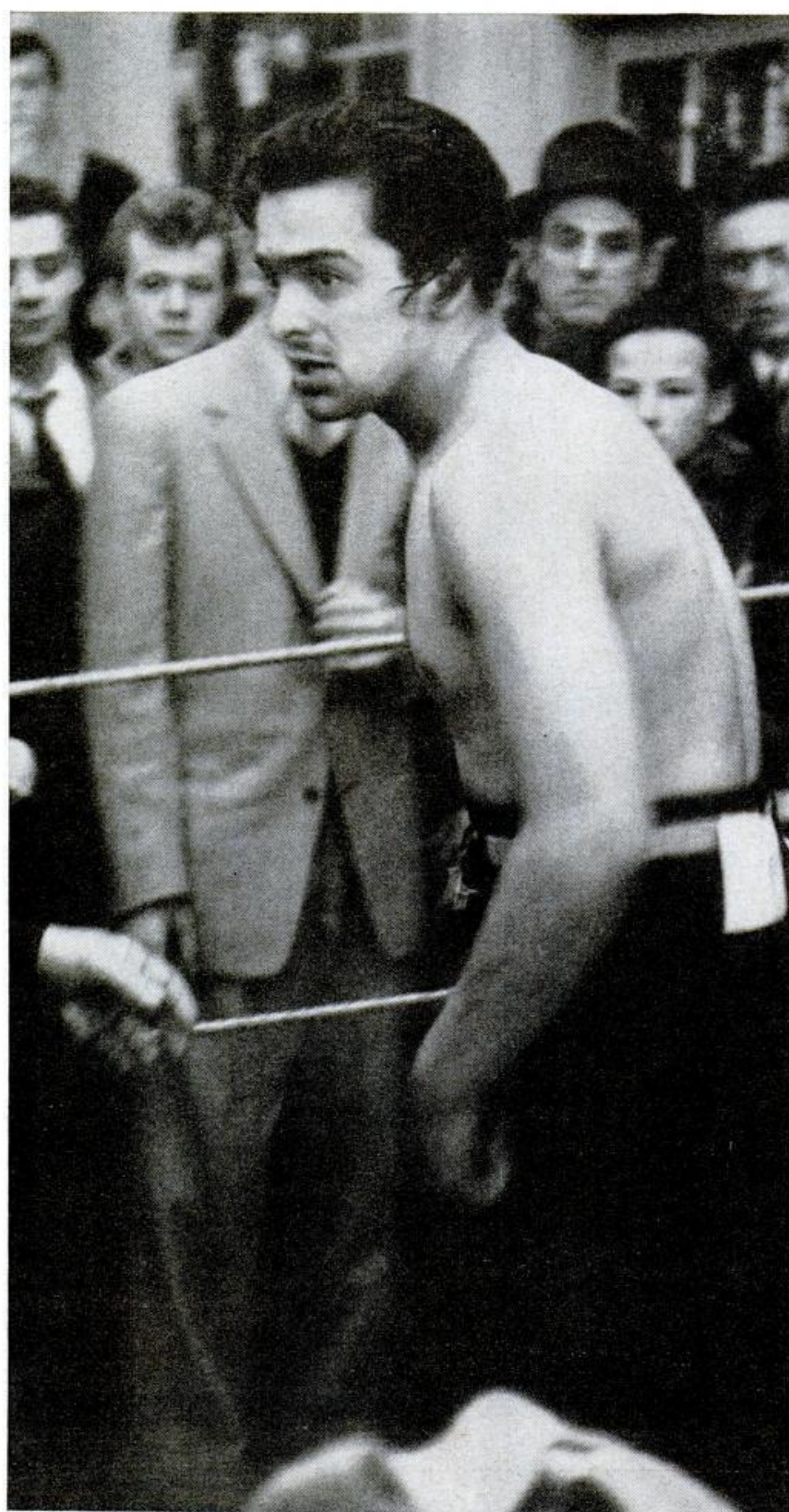
NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.  
THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

## Ol' Rockin' Chair CONTINUED

**WINNER'S WIFE**, Marie-Marthe Robitaille, who is pregnant, is close to tears when contest ends. Her mother, at her side, was to compete this week in a rockerthon for women.



**OFF HIS ROCKER** temporarily, unshaven champion attacks the crowd. Screaming, he tried to go shirtless into the zero cold outdoors but later calmed down. His take is \$300.



## this is "IT" for TOMATO JUICE!

Sip some tomato juice...then add Lea & Perrins. What a change! Now it's zippy, zesty...a tempting appetizer! Here's the original Worcestershire—adds new life to soups, meats, fish, too! It's America's Favorite Sauce. Try it and you'll see why!



**LEA & PERRINS**  
THE ORIGINAL  
WORCESTERSHIRE SAUCE

**FREE!**

Recipe Book, DISHES MEN LIKE  
• 168 easy recipes  
• 84 'good go-togethers'  
• 7 pages carving diagrams

Write **LEA & PERRINS, Inc.**  
241 West St., New York, N. Y., Dept. L-4



**A photographer's dream**  
... this girl is attractive from every angle... with vivacious features and soft, shining hair. "I like very casual hair styles," says she, "but no home permanent ever gave me just the right wave—until I found the new Loose-Casual Lilt. It's just perfect for the way I like to wear my hair... gives it just the body it needs to keep the ends softly turned and saves me nightly pin-ups." Read about the three new Lilt Permanents—Loose-Casual, Medium, or Very Curly Lilt—on pages 42 and 43.

The Procter & Gamble Co.





# Start here to discover how California wine can help you live better

By "here," we mean your own home. That's the place to start your discovery of better living.

And the *time* can be any time. It can be when you turn a baked bean dinner into an extra special treat by serving a gay and flavorful California Burgundy wine.

Or the time can be this evening when you're relaxing before dinner and have amber-colored *California Sherry* wine like this with simple crackers and cheese.



You'll find yourself being *leisurely*...sipping the wine and savoring its rich, nutlike flavor...and voting Sherry (as so many people do) "the perfect appetizer wine."

Dinner is always a time for better living. So try a golden *California Sauterne* like this...



It's something special. For Sauterne not only gives your dinner a party air, it perks up the flavor of other foods, makes them taste *extra* good. Try it and see!

And there's no better time for wine than when you're entertaining. Treat your guests, for example, to a royal-red, velvety-smooth *California Port* wine like this...



...with its wonderfully mellow and delightfully sweet flavor matched to fruit and nuts or cookies. Note the pleasure that comes to your party and how all your guests enjoy a more pleasant evening.

## Burgundy

—shown at right—is one of the fine wines of California. Like all of them, it costs only a few cents to serve—yet it adds so much gaiety and flavor to your living.





you're like your own rich relatives because...

## now you can own a beautiful 9'x12' Gulistan Carpet for as little as \$132

Gulistan Carpet can help you solve your decorating problems. Gulistan offers you a choice of 25 qualities and more than 170 colors to make a small room seem larger... a dull room brighter... to add just the colorful and comfortable background you want. Gulistan has been making fine carpet for over 50 years. The beauty and durability of Gulistan Carpet make it the choice of Radio City Music Hall and other busy public interiors as well as many fine homes. Visit your Certified Gulistan Dealer and see his wide selection, from \$5.50 to \$22.95 a yard.

**Largo** in Ming Gold... sculptured all-wool beauty. 9 decorator colors. A 9'x12' costs less than \$198.

**Pedigree** in Glen Green... breath-taking swirling design in thick all-wool. 4 lovely colors. A 9'x12' costs less than \$162.

**Brilliance** in Turquoise Spangle... all-wool textured pile in modern tones. 10 smart colors. A 9'x12' costs less than \$132.



*Buy where this sign is displayed...  
it guarantees quality and service.*

# GULISTAN CARPET

costs no more than ordinary carpet

MADE IN THE U. S. A. BY AMERICAN CRAFTSMEN • A. & M. KARAGHEUSIAN, INC., FIFTH AVENUE, NEW YORK



# Hollywood Talent in a New Trade



**MODEL LEIGH** shows off her "Do-To" dress for afternoon. Separate button-trimmed belt which emphasizes long torso silhouette is also functional (p. 61).



**DESIGNER LEIGH** wears glasses to work in New York. Still planning three pictures a year, she estimates that a quarter of her time will go to new career.

## FLEDGLING DESIGNER JANET LEIGH CREATES A BASIC 'DO-TO' DRESS

A star since her first movie in 1947, Janet Leigh has always been considered by her fans as the friendly and approachable type. Many of her 5,000 weekly fan letters ask for advice on clothes and, like a good neighbor, the actress has passed along her own shopping experience. Her chance for a more practical answer came when a manufacturer of inexpensive dresses asked her to endorse them. Determined to do more than lend her name, she spent two weeks in New York (*above*) studying mass production and actually designing nine dresses.

This was no sudden burst for Miss Leigh who has been fussing over design ideas for years. Her best creation, which she introduces here, is a novel solution to the old problem of varying the basic dress. Named the "Do-To" dress by Janet, it consists of a black cotton sheath, a bib, a belt and an over-skirt (Natlynn, \$23 all four pieces), which can be worn four ways, as shown at left and on the following pages. The dress has the season's new low waistline and fitted torso. Tony Curtis, the designer's husband, approves of the "Do-To" in all its guises since he likes Janet in plain, unruffled clothes.



new **RC**



NO OTHER COLA IS SO  
**low in calories**  
 YET TASTES **smack** SO GOOD!

Millions of smart young people have put their heads together (so to speak) and come up with a great idea: to drink Royal Crown Cola and *only* Royal Crown Cola. And why not? No other cola is so lively, so delicious, so tasty and satisfying as RC. No other cola is so low in calories yet tastes so good. No other cola is so much fun to drink. Isn't it time you tried RC, too? Get a carton today. Remember, every bottle gives you two full glasses.



2 FULL GLASSES  
*in the BIG RC bottle!*



EXCITING PREMIUM OFFER!

**Spin-O-Rama**

6 popular hit songs on  
 one great record!

Only 50¢ postpaid with coupon from carton of RC!

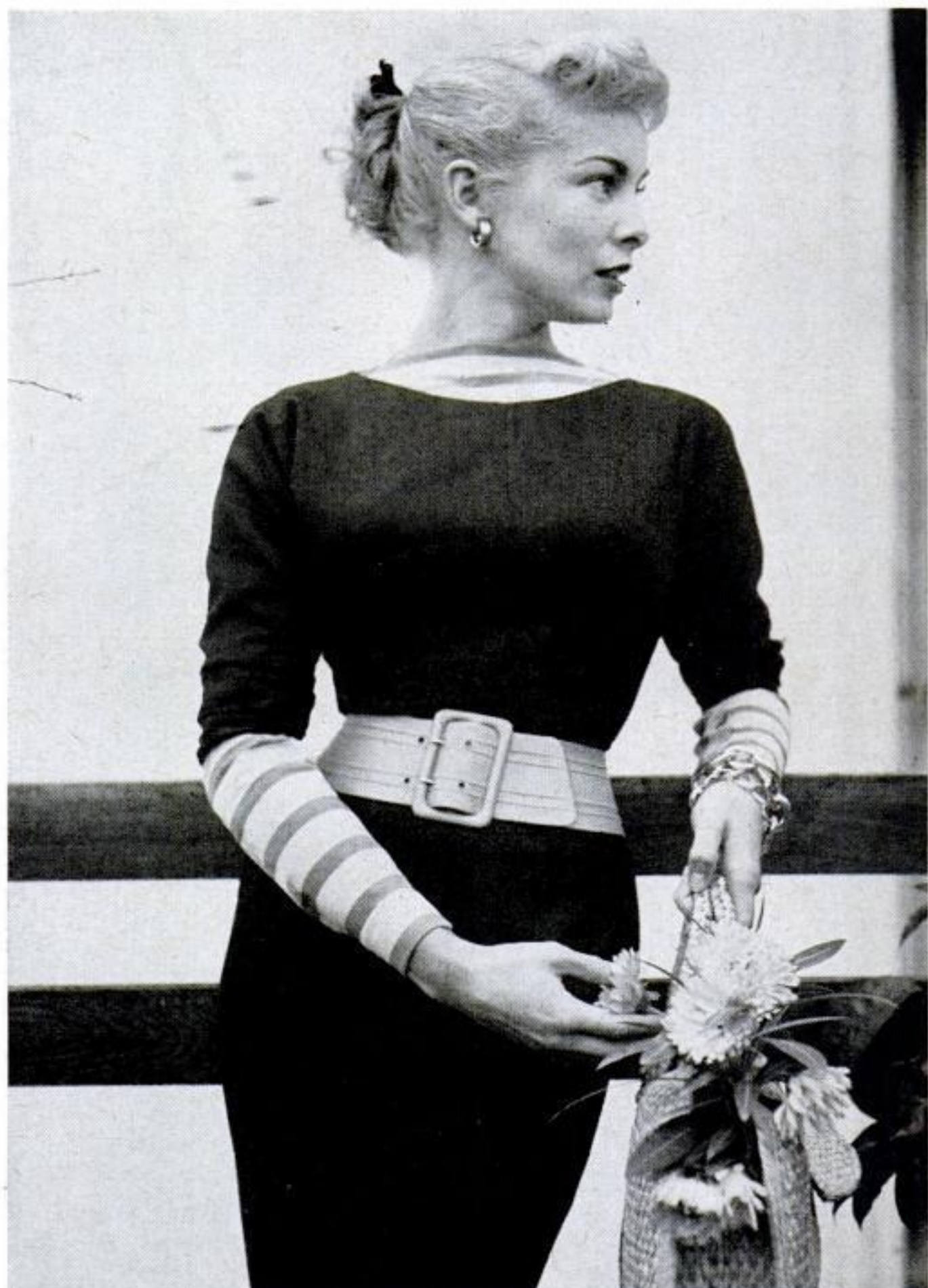
The RC Spin-O-Rama record features radio and television artists with orchestral accompaniment. Top-hit tunes selected from actual sales all over the country.



LEIGH'S DRESS CONTINUED



SHOPPING IN TOWN, Janet Leigh wears "Do-To" dress with its polka dot bib, leaves off belt and adds a white cloche with dotted band (Sally V, \$15).



LUNCHING IN COUNTRY, she wears the dress over long-sleeved T-shirt (Geist & Geist, \$7) with low-lying belt (Schaffer, \$8) which matches stripe.

CONTINUED ON PAGE 61



# Why Experiment—be right the *first time* with Remington



**HALF SHAVED** in half a minute—millions have witnessed on TV the removal of a two weeks beard, the fuzz on a peach and the wiry bristles of a brush—ample evidence that Remington has no equal.



**THE PERFECT SHAVE** is a close shave—where the eyes see no whiskers, where the finger tips feel no whiskers. A smooth shave without nicks and cuts or the mess and fuss of old-fashioned methods.



Remington Shaver Heads are Diamond-Honed for smoother, faster, closer, more comfortable shaves

When you compare the *man-size* Remington Electric Shaver with most other shavers equipped with one or two heads, you can see and feel why—Remington is tops throughout the world. All six shaving heads on the Remington 60 DeLuxe are mounted on the famous Contour-glide principle—a method designed to let the shaving heads do all the work. The six Diamond-Honed cutting blades glide smoothly and easily over tender skin, performing more than 24 million cutting

operations each minute. There is one sure way you can be certain which electric shaver is best for you. Ask to take a Remington home on our 14 day free trial plan at most dealers and compare it with any shaver ever made. You will find no preliminary preparation or prolonged scrubbing are required. The six Diamond-Honed Shaving Heads on the Remington 60 DeLuxe literally roll off your whiskers smoothly and effortlessly.

A product of **Remington-Rand**

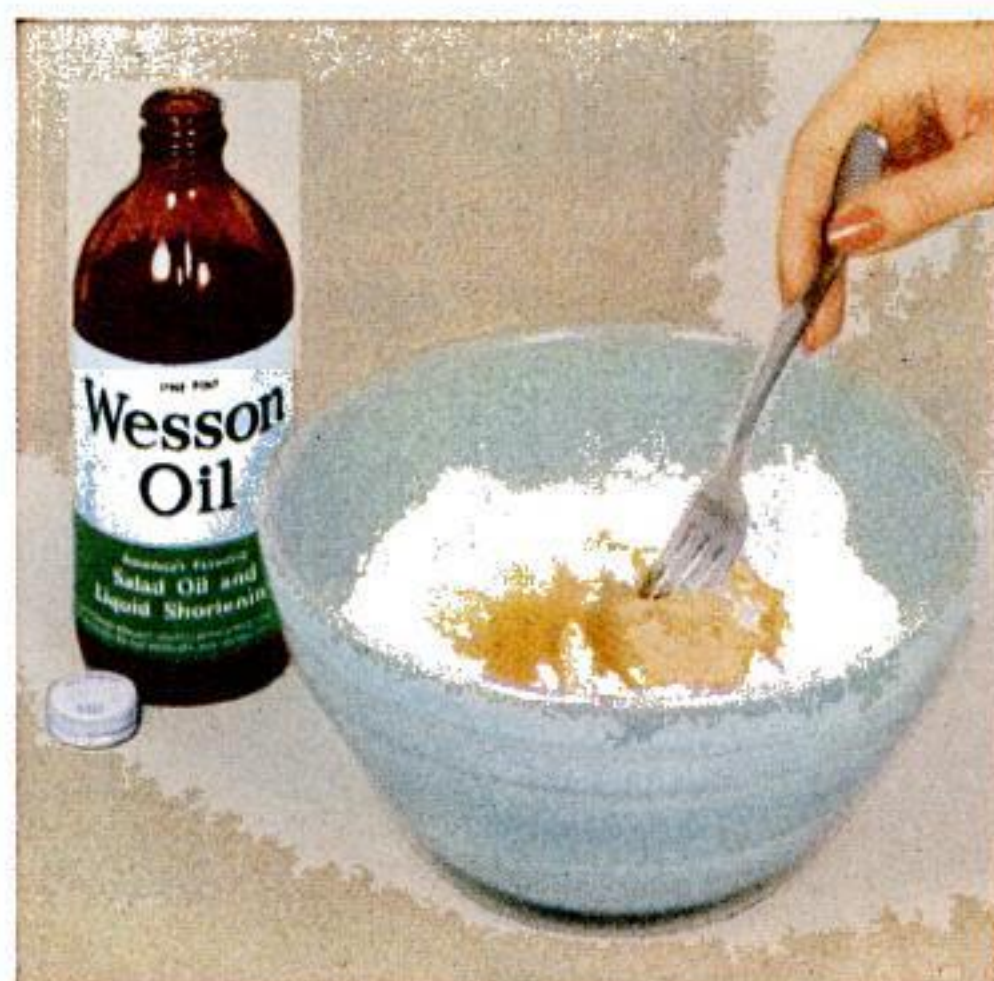
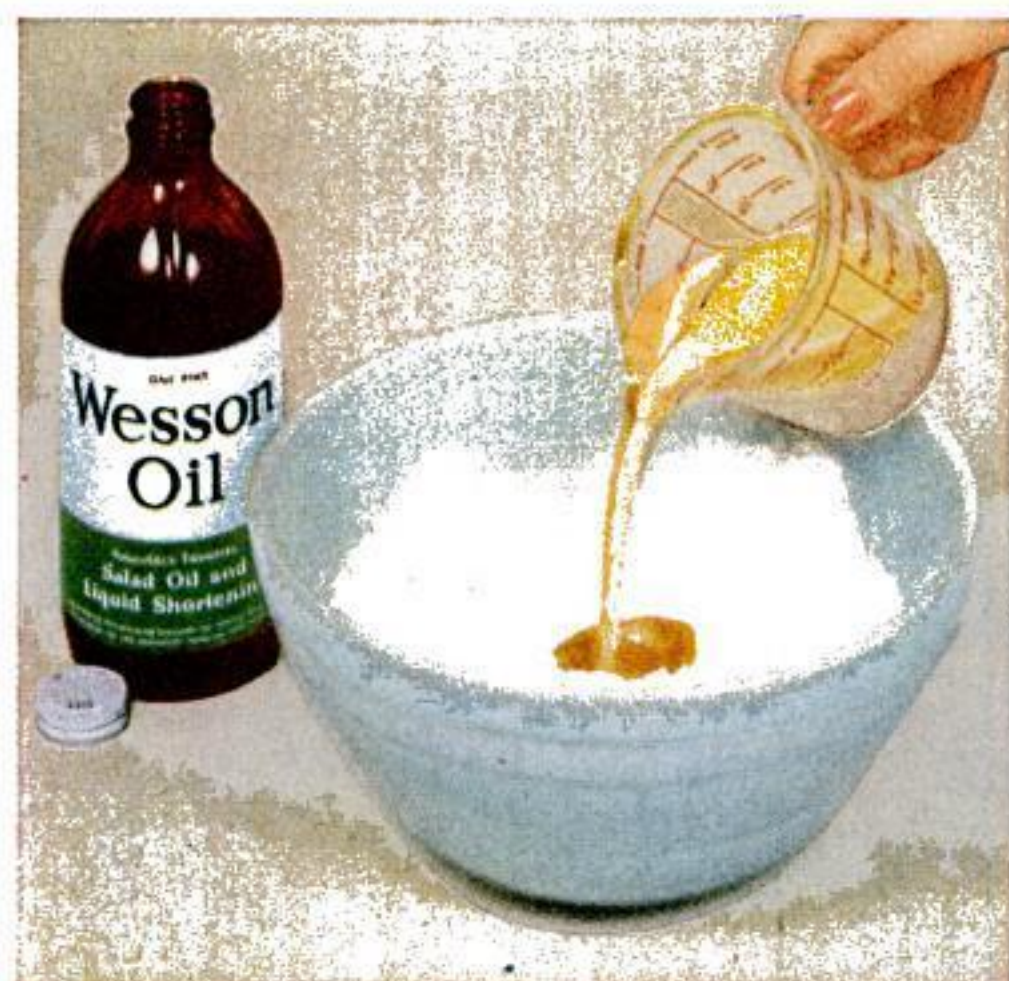
SEE "WHAT'S MY LINE" AND "MASQUERADE PARTY" ON NETWORK TELEVISION

THROUGHOUT THE WORLD MORE  
**Remington**  
**Electric Shavers**  
ARE SOLD THAN ANY OTHER MAKE



# The pie crust you stir and roll

*No cutting in shortening  
Pour delicate Wesson Oil for flaky,  
tender pie crust every time*



**1** **No digging out shortening** for modern Stir-N-Roll pie crust: *pour* Wesson Oil and cold milk into measuring cup, and pour all at once into flour. Wesson *pours* to measure. Easy, accurate. You need the *mildness* and *delicacy* of Wesson Oil to make Stir-N-Roll pie crust just right—light and delicious.

**2** **No cutting in shortening**—just stir to mix. Wesson blends in quickly and evenly. Even beginners find Stir-N-Roll pie dough easy to handle. Best of all, light, delicate Wesson Oil *keeps* its delicacy at high pie-baking temperatures. Your pie crust has home-baked flavor no mix can equal. Wesson sees to that!

**3** **No messy floured board.** Roll your pie crust neatly between waxed papers. Even with fillings that must be kept in the refrigerator, your pastry keeps its tender oven-freshness. And in all the world, there's no oil lighter, more delicate than Wesson. So your Stir-N-Roll pie crust is *delicate*, too.



## STIR-N-ROLL PIE CRUST

1½ cups sifted all-purpose flour,  
such as Gold Medal  
\*1 teaspoon salt  
½ cup Wesson Oil  
3 tablespoons cold milk

Heat oven to 475° F. (very hot). Mix flour and salt. Measure Wesson Oil and milk into same cup (but don't stir). Pour all at once into flour. Stir until mixed. Press into ball. Flatten slightly. Place between 2 sheets of waxed paper, 12" square. Roll out gently to edges of paper. Dampen table top to prevent slipping. Peel off top paper. If dough tears, mend without moistening. Lift paper and pastry by top corners. Place paper-side-up in 8- or 9-inch pie pan. Peel off paper. Ease into pan. Flute edge. Prick pastry thoroughly with fork. Bake 8 to 10 minutes.

## CHOCOLATE WHIPPED CREAM PIE

Fill baked pastry shell with your favorite chocolate filling. Chill in refrigerator. Top with whipped cream. Sprinkle with crushed peppermint stick candy. Chill in refrigerator until ready to serve.

**For double crust,** use 2 cups sifted flour, 1½ teaspoons salt,\* ½ cup Wesson Oil, and ¼ cup milk. Mix and roll as for single crust. Bake as directed in filling recipe.

\*When using Gold Medal Self-Rising Flour, omit salt. Reduce baking temperature 50°.

None finer, lighter, fresher

# Wesson Oil

America's Favorite Liquid Shortening





**FOR COCKTAILS** Janet Leigh's design buttons a wide striped overskirt to the hip belt of the dress, which is worn with strands of pearls at neckline.



*In the Joyous Spirit of the day*  
**Easter Greetings**  
*by Telegram!*

This Easter, send greetings to loved ones this very special way . . . by telegram. Western Union will deliver your message on a beautiful, colorful blank, so appropriate to the joyous spirit of the Easter season.

Greetings by telegram reflect your good taste and thoughtfulness. And they are so easy to send—just call Western Union . . . give them your messages and say "Charge it to my telephone bill."

*On any Occasion  
 it's wise  
 to wire*



Thrill youngsters with a Bunnygram, the Easter telegram specially created for children. It can be signed by you . . . or their good friend . . . Peter Rabbit.

**WESTERN UNION**



# The TUBELES



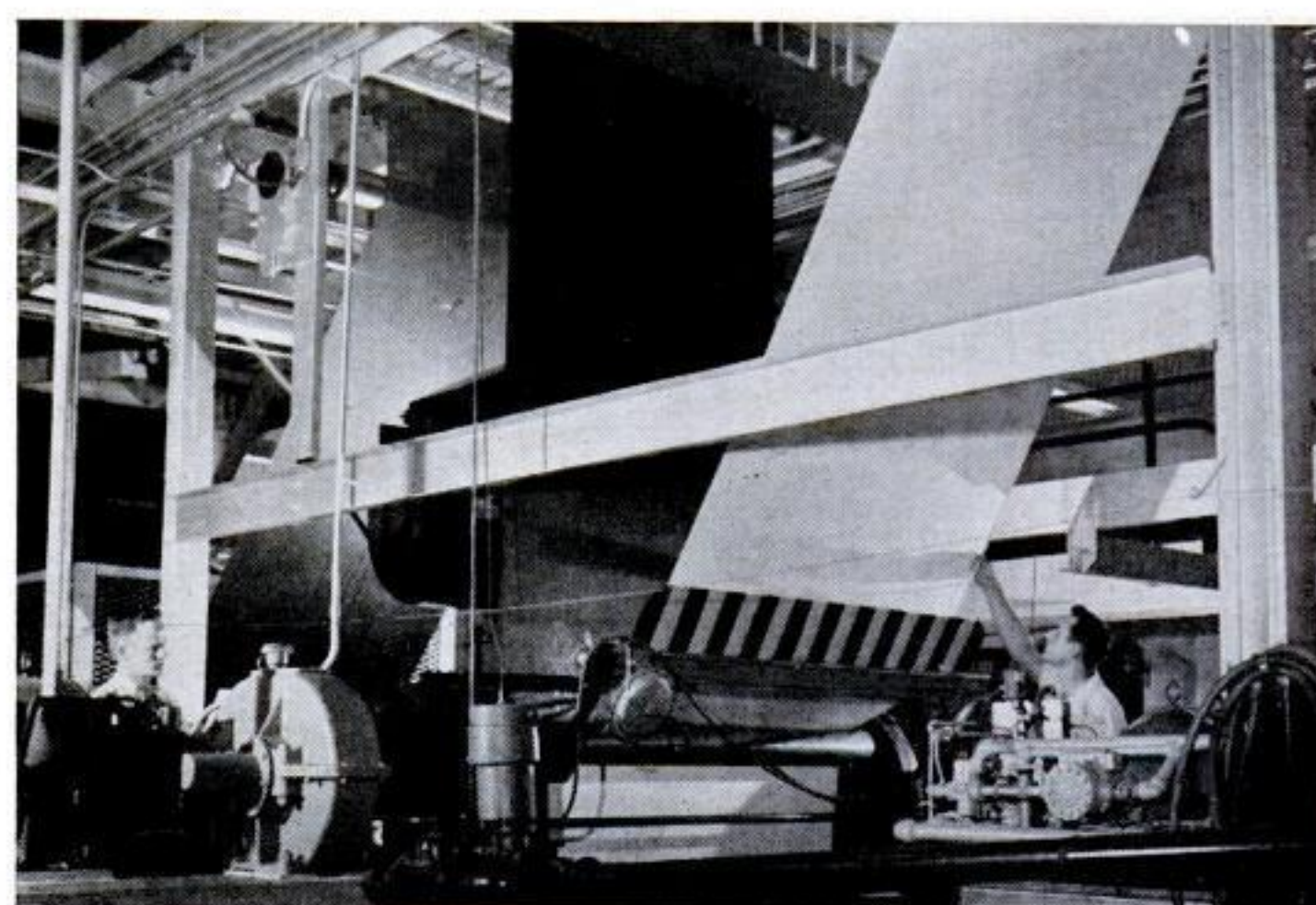
## THE NEW Plus-Quality Firestone

STANDARD EQUIPMENT ON THE NEW 1955 CARS...YOU CAN PUT THEM ON YOUR

THE new tubeless tires that are standard equipment on the new 1955 cars provide wholly new concepts of safety and economy for the car owners of America. But all tubeless tires are not alike! They differ greatly, in performance, in safety and in quality. One tire, and only one, the new Firestone De Luxe Champion Tubeless Tire, gives you, *at no extra cost*, exclusive built-in extra values that you cannot get in any other tubeless tire. Many of the most important features of these plus-quality tires cannot be copied by other tire makers.

Until now, tubeless tires have always sold at premium prices. But Firestone, after years of research and after investing many millions of dollars in engineering, in facilities and in new equipment, showed the industry how to build them to sell at the price of a conventional tire and tube.

You can have your present car equipped with a set of new Firestone De Luxe Champion Tubeless Tires without changing your present wheels or rims. They cost no more than conventional tires and tubes and your nearby Firestone Dealer or Store will give you an allowance for the unused mileage in your present tires. You can buy on convenient budget terms, if you desire.



This is the only complete cord treating factory of its kind in the world. In it, the cord used in the bodies of Firestone tires is Gum-Dipped and Safety-Tensioned to "set" the cord so it cannot expand when it gets hot from fast driving, causing the tread to crack and separate from the tire body. Safety-Tensioning and Gum-Dipping were originated by Firestone. No other tires can give you this extra safety feature.

Enjoy the Voice of Firestone on radio or television every Monday evening over ABC



# S TIRE - Plus

Only Firestone Gives You All of These  
Plus Advantages .....



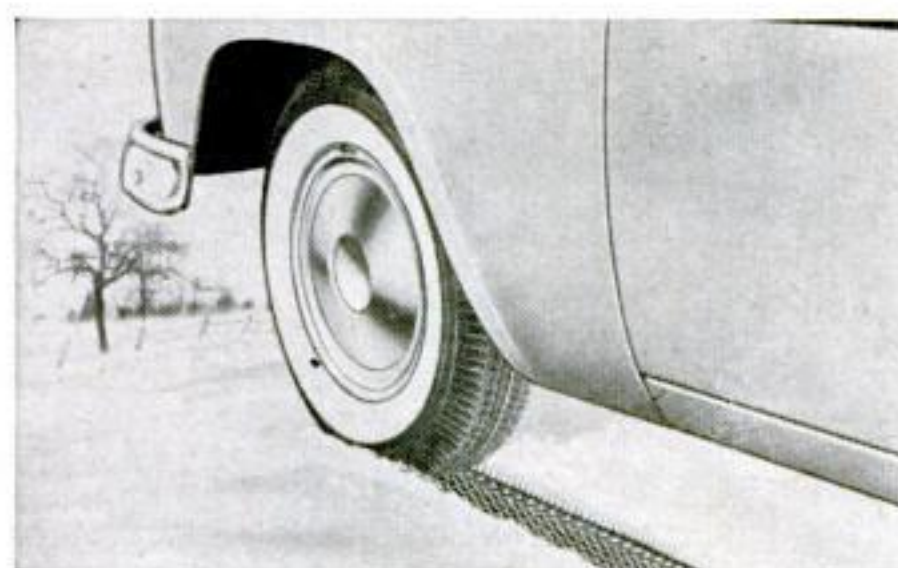
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With the new Safety-Tensioned Gum-Dipped Cord Body, the new Safety-Liner and Tubeless Construction, damage which might cause a blowout in a conventional tire merely causes a slow leak in the new Firestone De Luxe Champion Tubeless Tire, giving you plenty of time to bring your car to a safe, straight-line stop, even from high speeds. This tire is so strong and the tread so tough that it gives protection even against terrific impacts.



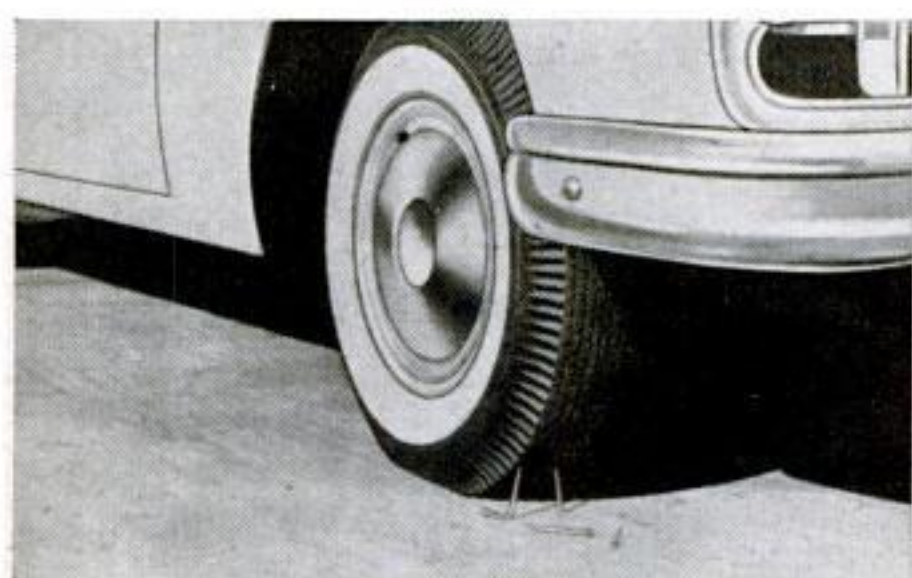
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The Silent-Ride Safety-Grip Tread is scientifically designed for quiet running. Instead of adding stabilizers to the tread as an "after thought," the outer grooves are stabilized by the elements of the tread itself, thereby eliminating the cause of squealing on turns. Furthermore, the traction elements in the tread overlap each other, which prevents annoying whining and humming on the road, even on wet pavements and on wet brick.



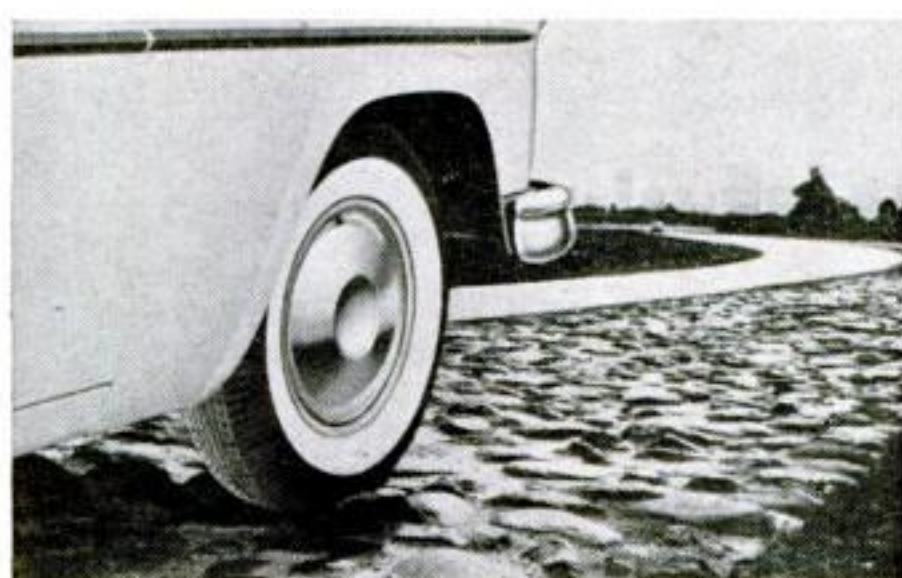
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The new Silent-Ride Safety-Grip Tread provides greater protection against skidding and side-slips and greater traction than any other tire on the market except, of course, special winter tires. The tread elements are scientifically-angled for maximum skid-resistance in all directions and for utmost traction. The new Firestone De Luxe Champion Tubeless Tire has more inches of non-skid edges than any other tire of similar type and price.



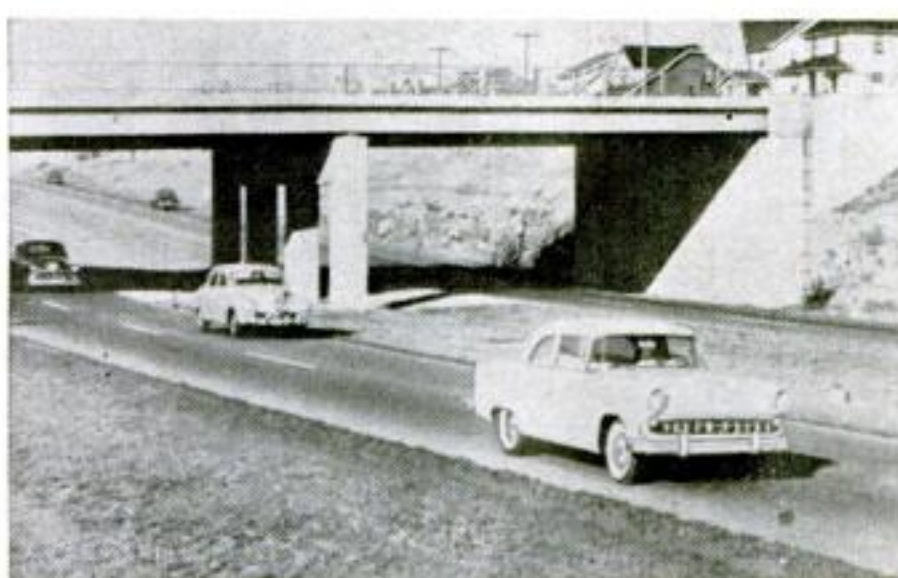
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The new Firestone De Luxe Champion Tubeless Tire absorbs bumps and road shocks which conventional tires transmit to the frame and body of the car and thus to you and your passengers. It provides a super-soft cushion of rubber and air which helps smooth out even the roughest roads. It makes steering easier . . . and it has an extra-tough Curb Rib which protects white sidewalls against damage and scuffing and preserves the beauty of the tire.



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Every part of this amazing new tire is built for long, trouble-free mileage. The Silent-Ride Safety-Grip Tread is made of extra-tough, wear-resistant rubber. It is road-level flat for maximum contact with the road and utmost mileage. The Safety-Tensioned Gum-Dipped Cord Body is locked or "set" so that it cannot expand or "grow" and cause the tread to crack and separate, thereby ruining the tire. It is so strong it can be retreaded again and again.

# \* DELUXE CHAMPION Tubeless Tires

PRESENT CAR AT NO EXTRA COST AND WITHOUT CHANGING WHEELS OR RIMS



# RELIGION IN THE LAND OF CONFUCIUS

CHINA HAS COMBINED LOFTY ETHICS WITH ANCIENT FOLKWAYS

ONE day nearly 2,500 years ago the great Chinese sage Confucius was asked by a disciple, "Great teacher, tell us about the life after death." Confucius replied, "We have not yet learned to know life. How can we know death?" In these words he epitomized the Chinese attitude toward the deepest enigmas of human existence and the unknown.

For unlike the Hindus, the Chinese are not a passionately religious people, preoccupied with a spiritual quest. They have concerned themselves less with the hereafter than with the proper conduct of affairs and attainment of happiness in the here and now. The foundations of their social system rest not on revealed religion but on the ethical teachings of Confucius. The idea of God which has enkindled so much of Western literature, art and music does not permeate the Chinese arts, which are inspired primarily by a reverence for nature. The Chinese, indeed, are not very specific about God; for them God is not as clearly defined a personality as he is to the Christian, the Jew and the Moslem. There have been no great apostles in Chinese history, no martyrs, no saviors and only a very few that could be called religious leaders. The most venerated personage in the average Chinese community has not been the priest but the scholar or man of learning.

A modern cynic has said that the Chinese were the first people to "out-grow" religion. Yet this is misleading, for prior to the present Communist drive against traditional beliefs, China has been, throughout its long existence, notably tolerant of religious systems of many kinds. For this reason, perhaps, the Chinese have never engendered a single, close-knit faith like Christianity or Islam. Religion in China represents a coalescence of many elements, native and foreign, rational and naive. There is, moreover, a horizontal cleavage between the religion of the common people and that of the educated upper classes—the former characterized by a heritage of superstition and animism passed down from the dawn of Chinese civilization, the latter by strict adherence to Confucian ethics and a rigorous if faintly skeptical observance of traditional forms.

Within this complex edifice, however, rise three soaring pillars of thought: Confucianism, Buddhism and Taoism. The first of these is less a religion than a formal ethical system defining personal relationships in

an ideal moral order. Outlined by Confucius in the Sixth Century B.C., its precepts have dominated every aspect of China's thought and culture; Chinese society, solidly founded upon the unity of the family, has been a Confucian society. The second element, Mahayana Buddhism (LIFE, March 7), was imported from India, probably in the First Century A.D., introducing to China for the first time the appurtenances of formalized religion—among them a priesthood, prayer, a pantheon or hierarchy of gods in human form and the use of images (*opposite page*). The third element, Taoism, is less easily defined. In its original sense, the term Taoism refers to the philosophy of Lao Tzu, supposedly a contemporary of Confucius, who preached a retreat from civilization to nature in order to attain harmony with Tao, the "eternal way" or supreme governing force behind the universe. In its broader connotation Taoism defines a mixture of magic and religion, dating from the Second Century A.D., within which elements of Lao Tzu's mysticism have been submerged beneath borrowed or imitative aspects of Buddhism and primitive nature worship.

The essential character of religion in China is that, apart from priests and other functionaries, the Chinese have never considered themselves exclusively "Confucianists," "Buddhists" or "Taoists." Chinese literature is filled with references to "the harmony of the three religions . . . three roads to the same destination." For they share certain doctrines in common: all teach the original goodness of man and hold that man can attain salvation through the realization of his essential nature. In 497 A.D. the court official Chang Jung was buried holding in his left hand the writings of Confucius and Lao Tzu, and in his right hand the Buddhist *Lotus Sutra*. He died, it is said, "a typical Chinese."

Undergirding all three systems is China's primitive folk religion. Centuries before Confucius, Chinese along the Yellow River expressed their religious feelings through worship of their departed ancestors. Along with ancestor worship has come down, too, a reverence for mountains, rivers and the soil. It is this veneration for nature that endows Chinese religion with color and pageantry and imparts to its varied observances an exuberance and gaiety characteristic of few other faiths on earth.



BURIAL MOUNDS mark the graves of a poor family who have laid coffins in the ground and piled earth over them. The sites, carefully chosen to ward off evil spirits, are venerated though they remove land from productive use.

A GUARDIAN IMAGE stands outside a Chinese Buddhist temple near Peking. His fearsome aspect is designed not to frighten worshipers but to repel evil spirits. Practice of image-making was brought to China with Buddhism.









A PAINTED ENTERTAINER waits his turn to perform. Features of every village festival, such performers fill the intervals between religious rites with plays or short acts designed to amuse the gods as well as the worshipers.



## FESTIVALS Ancient rites pay homage to the spirit world

For millions of Chinese who know nothing of Confucian philosophy, Taoist mysticism or Buddhist metaphysics, the most vital component of religion lies in the recognition of powerful forces that abide on land and sea and in the supernatural world. From earliest times they have sought, through varied rites, to propitiate and give thanks to the spirits with which nature abounds and which antecede in folklore the gods of the formal faiths. It is the beneficent spirits (*shen*) and the malevolent spirits (*kuei*) which govern the fortunes and misfortunes of man. Everywhere lies danger—in the shape of animal demons, bird demons, fish demons and dragons in the earth which if disturbed can induce terrible disaster. No marriage or birthday should be celebrated without considering them; no building should be erected, no grave dug, without the advice of experts versed in the laws of *feng-shui* (literally “wind-water”).

For countless centuries before Confucius and Buddha these ancient spirits were appeased by sacrifice. The Chinese being a practical people, offerings have now become symbolic—betokened by the burning of paper images or the proffering of food later consumed by the donors themselves. Where the purpose of a ceremony is to invoke the patronage of friendly spirits rather than to exorcise evil ones, the occasion may take on a joyous, carnival aspect, more recreational than devout. But in every instance the ritual must be correctly performed, for tradition attaches huge importance to the strict observance of forms.

While the present regime in China permits the major festivals—New Year's, the Dragon Boat Festival, the Festival of the Eighth Moon—massive attempts have been made to eradicate old traditions and beliefs. For this reason the photographs for this article had to be taken around the periphery of China—in Formosa, Singapore, and wherever the Chinese remain free and the vivid drama and color of the ancient ceremonies still endure. The festival shown on this page and on the cover took place in the Formosan village of Liu-Yen in honor of an emissary of the Jade Emperor, top deity of the Taoist pantheon, and certain other gods of earth and water. Observed triennially, the rites celebrated here are to give thanks for past benefits and win divine favor for the next three years.



SACRIFICIAL OFFERINGS of rice, fruits, cakes, vegetables and meat are laid out for the gods in thanksgiving and hope of future protection. Since the gods absorb only the essence of such offerings, the villagers ate them later.

A BOAT FOR THE GODS (*see cover*) is made ready to receive its celestial passengers. The small figures lining the rail form a guard of honor. At the end of the festival the boat is burned, thus transporting the gods back to heaven.





A RITUAL OF EXORCISM is enacted by a Taoist priest (*right*) and a masked assistant representing an evil spirit. Its purpose is to cleanse the temple of malign forces in preparation for the arrival of the beneficent gods. In his

right hand the priest holds a sword, in his left a small metal bowl containing water which he takes into his mouth and blows aloft, thus purifying the atmosphere. The ceremony ends with the vanquishing and expulsion of the evil spirit.

CONTINUED ON NEXT PAGE





MEMORIAL BIRTHDAY RITES in honor of a saintly feminine ancestor are attended by devout descendants, members of a Formosan family who invoke blessings on her by their patron goddess. On the table in background

they have placed offerings of incense, flowers, fruit and tea. The robed priests invoke the goddess's presence and solicit her good auspices. Though Taoist in ritual, the ceremony is taking place in a rented room in a Buddhist temple.



# HARMONY OF MAN AND NATURE

## A reverence for the natural order underlies both Confucian and Taoist thought

In Chinese thought man does not occupy quite the ascendant role he enjoys in Western philosophy, where he is viewed as protagonist of the natural order and prime object of creation. He is envisaged instead as but a single part, though a vital one, of the complex of nature in which he stands. Whereas Western man has sought to conquer nature for his material ends, the Chinese has aspired to attain harmony with nature for his spiritual satisfaction. And whereas many Hindus regard the world of nature as a transitory phenomenon, the Chinese have never doubted its reality and have viewed its sublime beauty and order as esthetic entities to be cherished and savored in life.

From the dawn of China's primitive folk religion, the relationship between man and nature has been conceived as a deep, reciprocal involvement in which each can affect the other. As the forces of nature can bring prosperity or disaster to man, so man can disrupt the delicate balance of nature by his misdeeds; for Heaven, Earth and man constitute a single indivisible unity, governed by cosmic law (Tao). No boundaries may be drawn between the supernatural world, the domain of nature, and that of man. Hence if this sensitive organism is to function smoothly, man must do his part; when he conforms to natural law society enjoys tranquility and peace; when he transgresses, both Heaven and nature are disturbed, the intricate machinery of the cosmos breaks down, and calamities ensue.

Characteristically Chinese, this attitude toward nature pervades all of China's poetry, art and religion, and underlies the thinking of its great sages whose philosophy is dominated by the notion of Heaven and man in partnership. It shines through Confucian ethics where the rules for preserving harmonious relations between man and man are seen as measures to attain deeper harmonies between man and the universe. And it is epitomized in the precepts of Lao Tzu who taught that only by subordinating himself to nature's ways could man lead a meaningful existence.

The aspiration toward harmony with nature derives from prehistoric times when the ancestors of the race, experiencing the terrors and splendors of nature, saw in them the activities of good and evil powers. With the development of agriculture they became even more aware of their dependence on the regularities of nature and their helplessness before its caprices. On the one hand they discerned the order of the celestial movements, the predictable cycle of seasons, the growth of plants, the stately flow of rivers; and on the other the unforeseeable violence of floods, tempests and drought.

From these observations ancient unknown philosophers evolved a cosmology and philosophical interpretation of the natural order. The time may have been as early as 1,000 B.C.—at about the same era when the great Hindu thinkers were formulating the concepts of the *Vedas*. But as against the monism developing in Hindu thought, the Chinese sages arrived at a dualistic purview of nature. They found in the universe two interacting forces or principles, the yang and the yin, and concluded that everything that exists is constituted by the interplay of these forces and possesses in varying degree the characteristics of both. Each represents a constellation of qualities. Yang is the positive or masculine force—inherent in everything active, warm, hard, dry, bright, procreative and steadfast; it is the essence of sunlight and fire, it is the south side of a hill, the north bank of a river. Yin is the negative or feminine principle—immanent in everything passive, cold, wet, soft, dark, mysterious,

secret, changeable, cloudy, dim and quiescent; it is the essence of shadow and water; it is the shade on the north side of a hill and the south bank of a river. Through their eternal intercourse all things have come into being, including Heaven (which is predominantly yang in character) and Earth (which is predominantly yin). In the same object one principle may prevail at one time, another later—as in the case of a piece of wood which, when cast into a fire, changes character from yin to yang. But everything in the universe—the five elements, men and women, events (success and failure, rise and fall, flowering and decay) contain within themselves these primeval energy modes.

The essential difference between the Chinese conception of yin and yang and other classic philosophical dualisms—i.e., light and darkness, good and evil—lies in the fact that the latter are involved in eternal conflict, whereas yin and yang are basically in accord. Both the feminine yin and the masculine yang are necessary to the order of the universe; they are complementary; together in harmony they are always good. But

how is one to account for this harmony between two opposites? How can they work together, abandoning their disparate identities, to produce the miraculous order in nature? The answer is: the source of their harmony, the origin of all the order in the world, is Tao.

The concept of Tao lies at the very heart of Chinese philosophical speculation; generations of scholars have expended lifetimes endeavoring to define it. In its narrowest sense Tao means literally "a way," "a road," "a channel"; and so, by extension, it may connote "the proper way to go," "the way of nature," "the law of life," "universal law." From the beginning of time, when the Great Ultimate or first primordial unit of the cosmos began to divide into the differentiated elements yin and yang, the Tao was operating as the force for integration, the mediating and corrective principle in the cosmic mechanism, transcending both the world of nature and the unseen world. Heaven itself works through Tao; the gods act always in accordance with its way.

Appearing in the earliest philosophical writings of ancient China, the concept of Tao reached its apogee in the *Tao Tê Ching*, the collection of arcane and mystical poems attributed to the philosopher Lao Tzu. At the outset the author states that it is impossible to define Tao: the Tao that can be named is not the real eternal Tao; no word or name can define nature's deepest mystery—the mystery of creation and of life. Although Tao is the ultimate source of all things, "whose offspring it may be, I do not know: it is like a preface to God." Through Tao all things have been given life and form. "It existed before heaven and earth. . . . It stands alone and unchanging. It permeates all."

Following this prelude, the book goes on to develop the thesis that knowledge of Tao is the secret of life; the aim of human existence is to attain harmony with Tao and thereby find peace and enlightenment. The concord of Heaven and Earth is achieved only when Tao is allowed to take its natural course. Unhappily, man tends to pursue his own headstrong purposes; by meddling and interfering with the processes of nature and countering the rhythm of Tao he disarranges the cosmic order. It is thus, from the willfulness and waywardness of man, that all the ills of society are engendered. The solution lies therefore in resigning one's will to Tao and becoming the instrument of its eternal way. "Leave all things to take their natural course and do not interfere. . . . What is contrary to the Tao soon perishes." Since Tao works unobtrusively, the



YANG AND YIN, two basic forces in the cosmos, are traditionally depicted as entwined in a sphere symbolizing the Great Ultimate or Absolute. Yang (red) is the active or male element; yin is the passive, female element.





TAOIST MYSTICISM is exemplified by the drama of its rituals. Here a priest burns incense before two minor deities of the Taoist pantheon. As it has evolved, Taoism has little in common with the original doctrine of Lao Tzu.



VENERATION OF NATURE is a theme that pervades Chinese religion and unites the elements in Taoist and Confucian thought. In former times the emperor made a tour every seven years to offer sacrifices to the principal rivers

## CHINESE RELIGIONS CONTINUED

wise man will not be assertive. "The Way of Heaven is not to contend and yet to be able to conquer."

If everyone lived according to Tao, naturally and simply, free from ambition and aggression, the world would witness a spontaneous florescence of good fellowship and brotherly love. Applied to political problems the law of Tao is patently laissez faire; the corridor to peace and freedom lies in noninterference by government in the lives of men. It also precludes war. "Soldiers are weapons of evil. They are not the weapons of gentlemen. . . . Even in victory, there is no beauty. And who calls it beautiful is one who delights in slaughter." Occasionally the *Tao Tê Ching* rises to heights surpassing all other teachings save those of Christ. "Repay evil with good. . . . For love is victorious in attack, and invulnerable in defense. Heaven arms with love those it would not see destroyed."

Although the *Tao Tê Ching* exerted little influence on Chinese thought for some time after its composition, its teaching was later elaborated by a succession of scholars and sages into the philosophy of life known as Taoism. As such it became one of the two great molding influences in Chinese thought. The other was the ethical system of Confucius and his disciples. Where Taoism preached the virtues of the simple life and communion with nature, the denial of selfishness and mystical union with the Ultimate, Confucianism concerned itself with the immediate exigencies of human existence and the problems of the social order.

For Confucius, as for Lao Tzu, the concept of Tao represented the

great law of life. "If a man in the morning embrace the Tao," Confucius said, "then he may die the same evening without regret." And again, "As to the Tao, we must not be separated from it for a single moment." As opposed to Lao Tzu, however, Confucius was a pragmatic philosopher and a humanist, who never lost sight of the contemporary scene in rapt contemplation of a mystical ideal. The factor which most uniquely distinguishes Confucius both from Lao Tzu and the philosophers of the Western world is that he dealt less in terms of general principles than of specific personal relationships. Where the Greek thinkers, the Platonists, the Scholastics, and their European successors juggled abstract concepts like "justice," "law," and "virtue," Confucius applied his thoughts to people. His great achievement was the establishment of a system of human relationships within the social order. From this system there emerged the principles of action and behavior that shaped the pattern of Chinese civilization for 25 centuries.

The essence of Confucius' ethics lies in his formulation of the Five Relationships; between ruler and subject, father and son, husband and wife, older brother and younger brother, older friend and younger friend. These five are the "great" relationships which Confucius recognized as fundamental to the social order. In accenting the necessity of their careful observance, Confucius uses an important word, *li*, which means, roughly, "propriety," "ideal standard of conduct." By universal devotion to *li*, human relationships can be so ordered that an ideal social structure will result and harmony reign throughout the land.

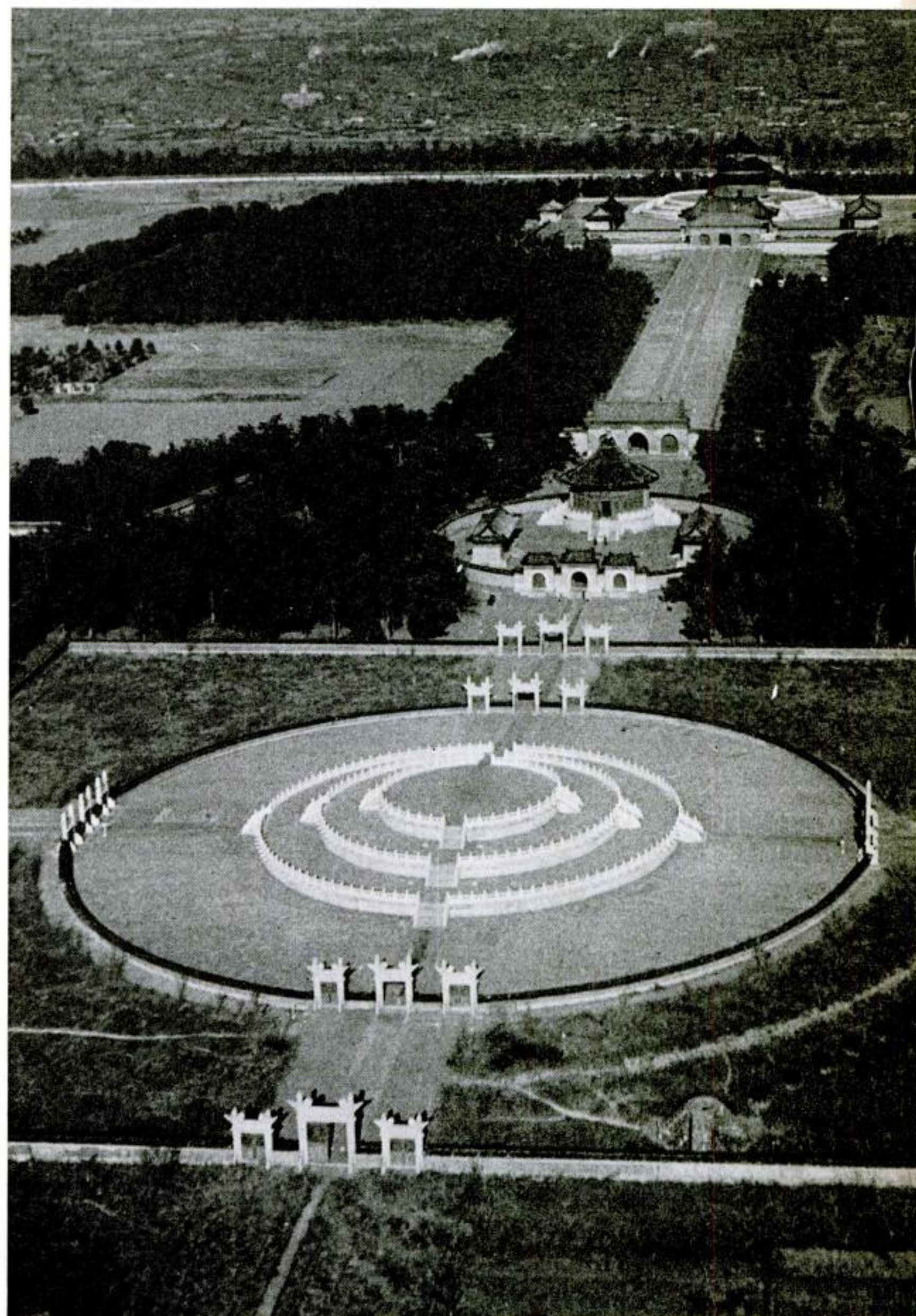




and mountains of his realm—chief among them the Yellow River and the Yangtze, shown here threading the deep gorges of its upper reaches. “The virtuous,” Confucius once said, “find delight in mountains; the wise in rivers.”

Although the Confucian emphasis dwells most weightily on reverence for elders—the ruler, the father, the older brother—social obligations are by no means one-sided. Confucius made this clear when a disciple asked him if there was one word which might serve as a cardinal precept of life. Confucius replied, “Is not Altruism such a word? What you do not want done to yourself, do not do to others.” From this principle—analogous to the Golden Rule of Christianity—Confucius’ disciples later evolved the ten attitudes by which the Five Relationships should be governed. They are: love in the father, filial piety in the son; gentility in the eldest brother, humility and respect in the younger; righteous behavior in the husband, obedience in the wife; humane consideration in elders, deference in juniors; benevolence in rulers, loyalty in subjects.

Confucius never claimed to be the originator of his ethical code. He drew many of his ideas from the classical writings of ancient China and constantly exhorted his pupils and disciples to revere the customs of the past. But by codifying traditional precepts, illuminating them with his own insights and contributing new principles of his own, he helped to create one of the world’s most durable social edifices. Since Confucius’ day, 2,500 years ago, the whole of Chinese culture has rested on the solidarity of the family—an institution that has maintained the fabric of society through recurrent times of chaos and disorder. The Confucian concept of filial piety has permeated all of Chinese thought; the empire itself became a kind of gigantic family in which the emperor was the benevolent father, the subjects his children.



**CONFUCIAN FORMALISM** is epitomized by the austere architecture of the Altar of Heaven in Peking. Here for centuries the Chinese emperors officiated at solemn annual rites designed to invoke Heaven’s favor for the coming year.

Believing, like all Chinese, in the essential and original goodness of man, Confucius held that stern laws were unnecessary and that character is the root of civilization. “If the ruler is virtuous,” he said, “the people will also be virtuous.” Convinced that his teachings conformed to Tao and had the backing of Heaven, he had little to say about religious sanctions. While he acknowledged the existence of spirits and adhered to established rituals—especially those in honor of ancestors—he was indifferent to matters above and beyond the social order. “Absorption in the study of the supernatural is most harmful,” he said. “To devote oneself earnestly to one’s duty to humanity, and while respecting the spirits, to keep them at a distance may be called wisdom.”

So together Confucius and Lao Tzu molded the Chinese temperament. And somehow the Chinese temperament has managed to reflect them both—though in essence the two philosophies are as dissimilar as yang and yin. Where the Taoists looked to nature in order to know themselves, the Confucianists looked within themselves in order to know nature. Confucianism is rational, orderly, matter of fact, humanistic; Taoism is romantic, intuitive, mystical, vague. Yet each has deeply infiltrated and profoundly influenced Chinese culture, as the modern scholar and philosopher Dr. Lin Yutang points out in a special article at the conclusion of this essay. Confucianism, he has observed, is a philosophy for times of peace and prosperity, and Taoism a philosophy for times of trouble and disorder. “All Chinese,” he says, “are Confucianists when they are successful, and Taoists when they are failures.”

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THE PHILOSOPHER LAO TZU, father of Taoism, is portrayed by an artist of the Sung Dynasty as a bald, benign old gentleman astride an ox, symbolizing spiritual strength. Red inscriptions are seals of picture's various owners.



CONFUCIUS' DESCENDANT, K'ung Te-cheng, is 77th in the line, has the world's oldest documented family tree. His great ancestor's portrait hangs on the wall.

## THE TWO SAGES OF CHINA

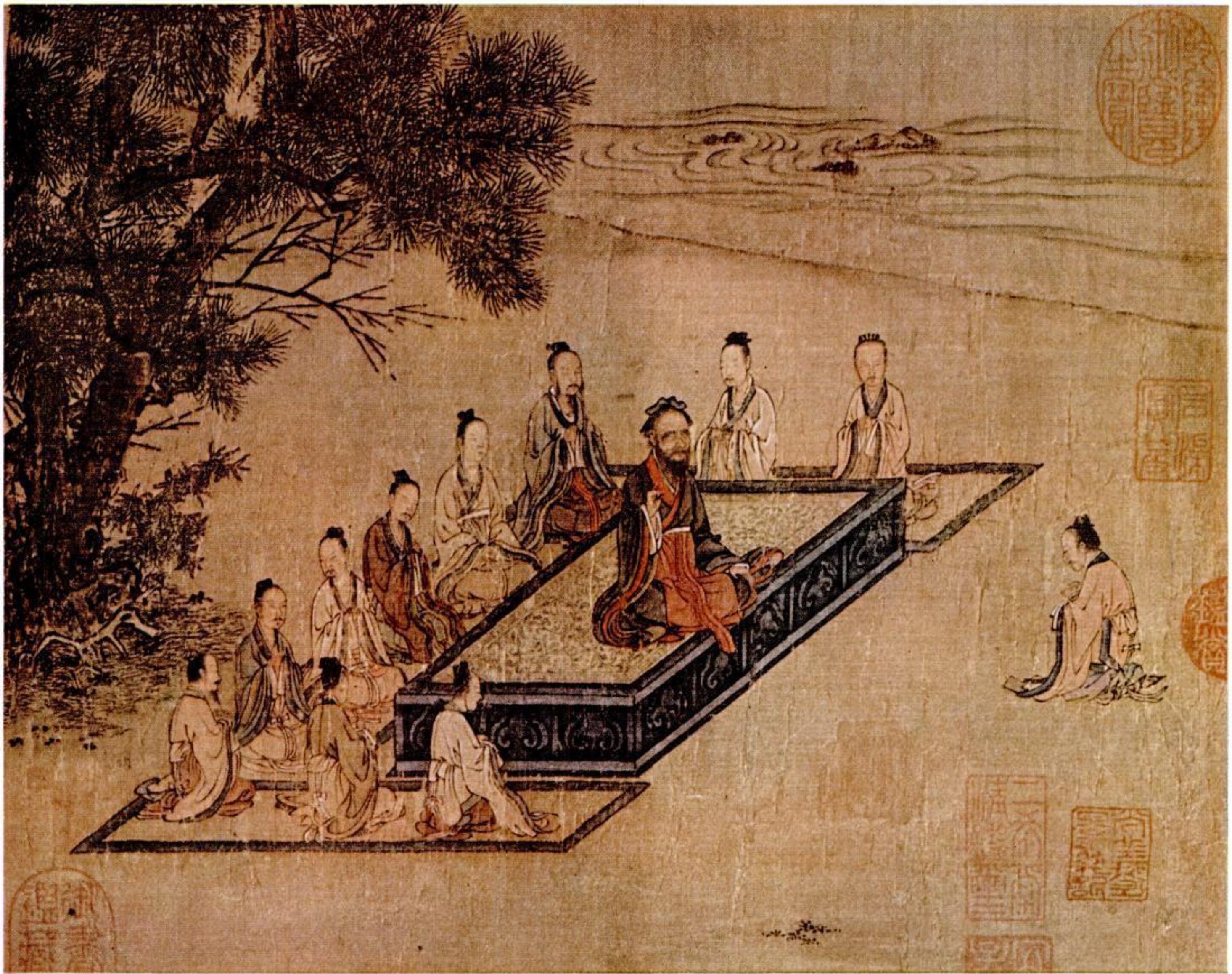
In a feudal age Lao Tzu and Confucius  
shaped Chinese thought and character

It is one of history's spectacular coincidences that the two figures who most profoundly influenced Chinese culture are said to have lived in the fabulous Sixth Century B.C. which also produced Buddha, Pythagoras and perhaps Zoroaster. The first was Lao Tzu, a semilegendary philosopher whose personality has been elaborated by time and fancy. The other was Confucius, whose life has been well documented and whose family has flourished in an unbroken line down to the present day (*above*).

Although scholars disagree widely on Lao Tzu, tradition relates that he was born in 604 B.C. on a farm in Honan province. (The name Lao Tzu means literally "Old Boy" or "The Eldest," hence "Old Master.") Perhaps the one historic fact about him is that he held the post of curator of the imperial archives at the court of Chou, where he became renowned as a scholar and sage. In time, becoming disgusted with the disorder of the Chou Dynasty, Lao Tzu resigned his post. Then, according to legend, he decided after a period of meditation to flee society and journey into the unknown west. Riding in a cart drawn by two black oxen, he came to a final outpost where the gatekeeper recognized him and begged him to stay long enough to write down the main tenets of his philosophy. Lao Tzu agreed and in a few days composed the *Tao Tê Ching*, the noble masterwork that has been called the bible of Taoism. He then vanished over the mountain pass, never to be seen again.

Confucius was born into a poor but aristocratic family in Shantung province in 551 B.C. His family name was K'ung—"Confucius" being a Latinization by Jesuit missionaries of K'ung Fu-tzu, i.e., "Grand Master Kung." As a youth he became absorbed in the history, poetry and music of ancient China. Although he aspired to statesmanship and for many years wandered from state to state offering his services, most of his life was spent as a teacher and in the task of editing the classical writings of China's ancient times. Insisting that he was "a transmitter, not a creator," Confucius wrote little himself. But from his utterances, lovingly recorded by his disciples, emerged the system of ethics by which China has lived. In the summer of 479 B.C. he fell ill and went to his bed-chamber, muttering, "The great mountain must fall. The strong timber is broken. The wise man fades as does the plant." A week later he died.





THE TEACHER CONFUCIUS, depicted in a painting on silk, is shown here seated on a dais, lecturing his disciples. Traditionally he had 3,000 pupils. Reproduced from an album among the Chinese national treasures now in

Formosa, the painting illustrates the first of the 18 chapters of the *Classic of Filial Piety*, the basic scripture of Confucian ethics, which states: "The duty of children to their parents is the fountain whence all other virtues spring."



CONFUCIAN VIRTUES are delineated in another painting from the *Classic*. The well-bred gentlemen in the foreground exemplify the quality of "respectful deference." The group under the tree demonstrates how people can live

harmoniously if they have been educated in music and dance. The peasant walking away from sleeping figure (right) illustrates the virtue of "knowing what is wrong and forbidden"—in this case, apparently, napping in midday.

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# CONFUCIANISM

From its ethics a cult evolved

Although Confucius never envisaged himself as the founder of a faith, the school of thought developed by his disciples in time acquired the aspects of a religious cult. Under successive dynasties state worship was accorded to Confucius—not as a god, but as a sage and as an ideal. The first sign that he had become an object of veneration came in 195 B.C. when the emperor Kao Tsu, founder of the Han Dynasty, visited his tomb and offered sacrifices. In 136 B.C. the Emperor Wu made Confucianism the basic discipline for the training of government officials.

From that time onward emperor after emperor sought to outdo his

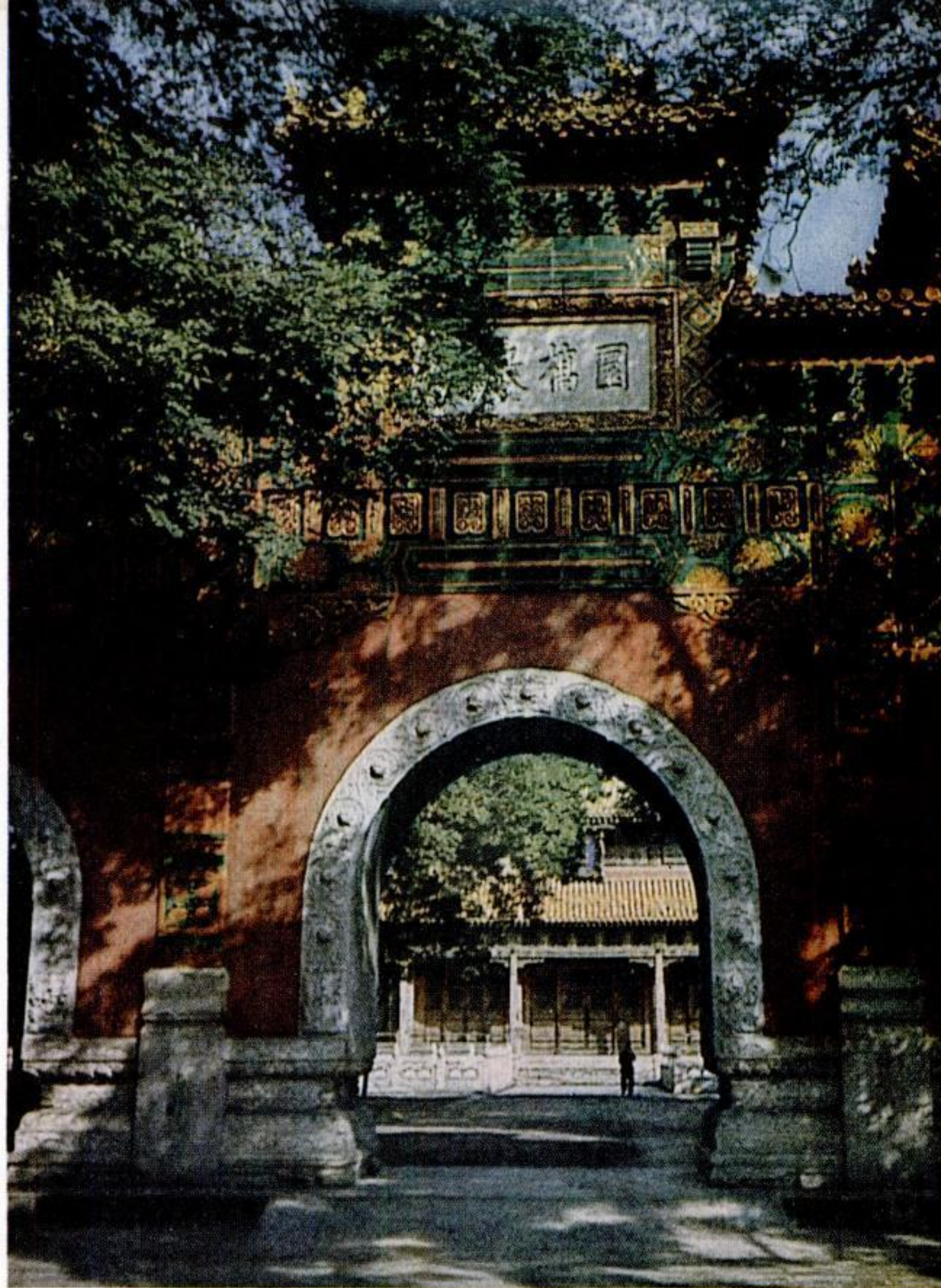
predecessors in honoring Confucius' name. In 59 A.D. sacrifices were ordered for him in all urban schools. During the Seventh and Eighth centuries temples were erected in every prefecture of the empire as shrines to him and his principal disciples. Twice a year the emperor would visit the great temple in Peking (*right, above*) and after kowtowing would apostrophize the sage: "Great art thou, O thou of perfect wisdom. Full is thy virtue, thy doctrine complete. Mortals have never known thy equal. All kings honor thee. Thine ordinances and laws have come down to us in glory. Filled with awe we clash our cymbals and strike our bells."



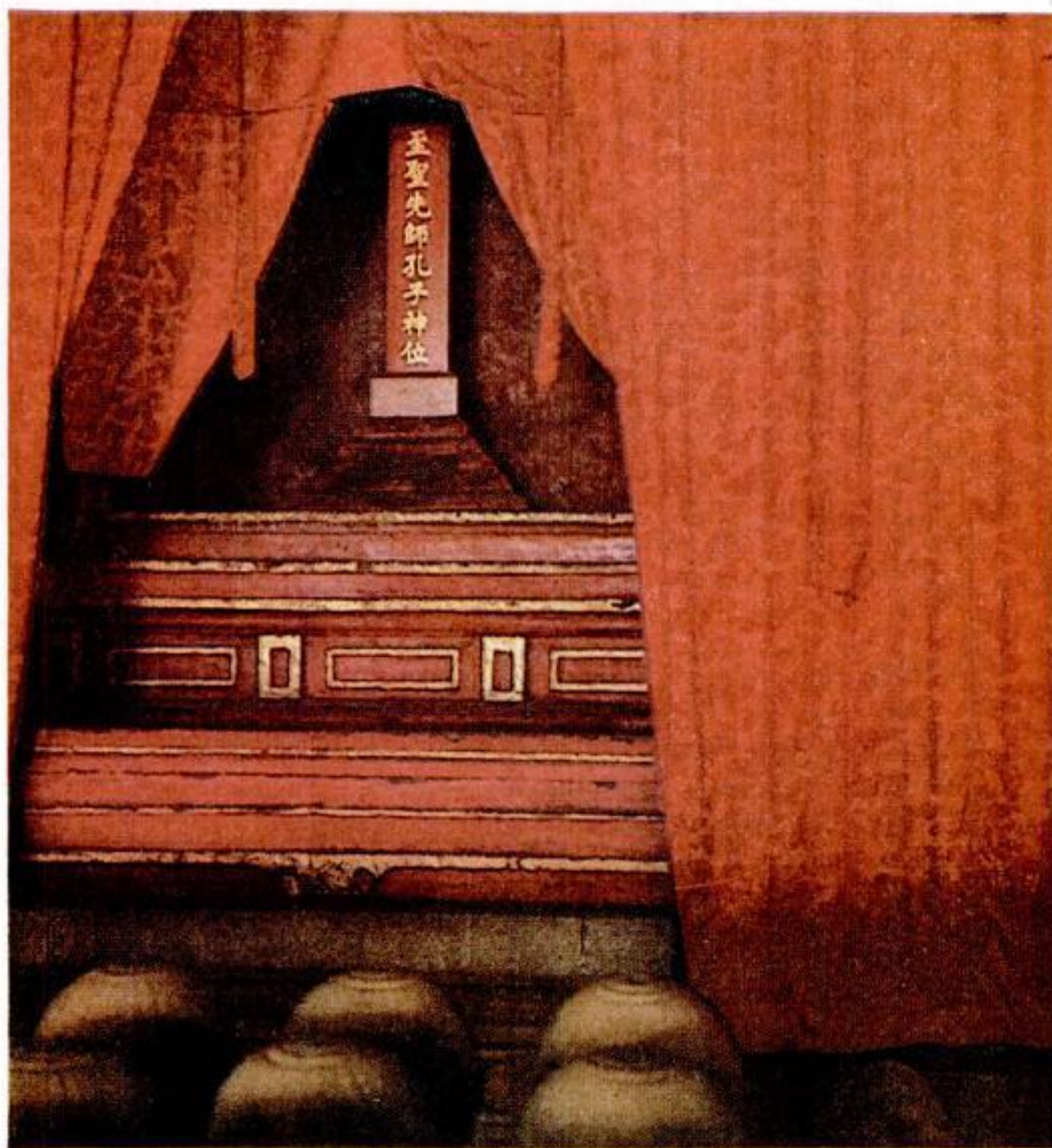


BIRTHDAY OF CONFUCIUS, his 2,505th, is celebrated at Sung Kyun Kwan Academy in Seoul, Korea. The elaborate ceremonies, held last Aug. 27, included eulogies, offerings and ritual dances by red-robed Korean students.

As the centuries passed, posthumous titles were heaped on Confucius. He was named progressively Duke, Prince, Venerable Sage of Former Times and Sacred Teacher of Antiquity. He was raised to the rank of the gods and awarded the same sacrifices as the sun and the moon. Finally in 1906 the last Manchu emperor elevated him to a position beside Heaven and Earth, the highest objects of worship. Although the cult of Confucianism languished after the empire, the Nationalist government in 1934 proclaimed Confucius' birthday a holiday—an occasion still observed today (*above*) by free Chinese and others who venerate the sage.



TEMPLE OF CONFUCIUS in Peking was begun in the 13th Century and augmented in later years. The arch opens into a unit called the Hall of Classics containing 300 stone tablets on which are inscribed the Confucian classics.



THE TABLET OF CONFUCIUS reposes in the Hall of Great Perfection in the Peking temple. In accordance with tradition there are no statues or images of the sage in Confucian temples, only tablets inscribed with his name.

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# TAOISM

Its credo was lost  
in myths and magic

Just as Confucianism evolved from a school of thought into a cult, so in time Taoism became overlaid with a farrago of occultism and magic. It developed a mythology of its own in which the hereafter sometimes became a kind of wonderland ruled by a fairy queen and peopled with happy immortals—as shown in the painting of the mountain heaven at right. The uneducated Chinese could find little solace in Lao Tzu's mystic philosophy. But there was one passage in the *Tao Tê Ching* that touched them deeply: "He who contains within himself the richness of Tao's virtue is like a babe. No poisonous insects sting him. Nor fierce beasts seize. Nor birds of prey strike him. He who attains Tao is everlasting. Though his body may decay he never perishes." More than any other people the Chinese have looked forward to old age—the time of ease envisaged by Confucianism—and sought ways of prolonging earthly existence. In time the hope of attaining Tao became the hope of attaining earthly immortality.

Many Taoist teachers drifted away from Lao Tzu's original thought. Over and above their traditional functions, they began to claim supernatural powers: they could foretell the future, engender tempests, and prolong life through breathing exercises and diets of powdered dragon bones, moonbeams and mother of pearl. Driven by the desire for immortality, people left their homes and headed for lonely mountain retreats, there to spiritualize themselves through ascetic practices. Fields remained unplowed and business came to a halt because their owners were away on pilgrimages or engaged in spiritual disciplines.

During the First Century A.D. the popularity of Taoism was threatened by the official





importation from India of Buddhism, which swept across the country winning innumerable converts. In response to this challenge Taoism transformed itself into a formal religion. In the west a Taoist named Chang Ling (who supposedly had discovered the pill of immortality) founded a religious order which by the end of the Second Century had grown into a semiclerical state with organized worship, monasteries, fixed tributes and a priesthood.

In some matters, the new Taoism borrowed heavily from Buddhism; in others it developed its own ideas and practices. For example, although the concept of paradise was foreign to the Chinese, they quickly elaborated on it; where the Buddhists had 33 different kinds of heaven, the Taoists came up with 81. Not only did they populate their heavens with many of the old gods of folk religion (e.g., the God of Wealth, the Kitchen God, the City God, nature gods), but they also admitted some of the Mahayana Buddhist deities and created a great number of new ones. They dedicated gods to stars, metals, occupations, ancient heroes, epidemics, mythical animals and such activities as robbery and drunkenness. The top god of the Taoist pantheon, the Jade Emperor, was allegedly invented in 1012 A.D. by the emperor Chen Tsung who, for political reasons, needed a revelation from heaven.

As the centuries passed Taoism slowly descended to gloomy levels of idolatry and superstition. Loaded down with an incubus of sorcery, fortune-telling, charm-selling and alchemy, it became more akin to voodooism than to the noble philosophy of Lao Tzu. Worship became magic and its object the attainment of earthly blessings. Its priests were hired employees who performed rituals without any conception of spiritual leadership. Long before the end of the 19th Century, as a consequence of the spread of scientific awareness, Taoism was dying as a religion. The heritage of Lao Tzu was thus not Taoism, but his concept of Tao, whence comes enlightenment and inner joy.



## 'RECEPTION OF THE IMMORTALS AT THE COURT OF HSI WANG MU'

In the cosmology of Taoism there evolved many different heavens where the spiritually minded journeyed after death and thereafter lived together in unending joy and happiness. Among the most important and enjoyable of these were the Three Isles of the Blessed, situated somewhere in the Eastern Sea; and Western Heaven, situated in the Kunlun Mountains of Turkestan and ruled by the Western Queen Mother, Hsi Wang Mu. The painting above shows the Western Queen Mother receiving various *hsien*, or immortals. She appears at the top of the picture, seated on her throne and about to receive a peach, symbol of immortality, from a monk. Below her at left appear the best known and best loved characters in Taoist

mythology: the so-called Eight Immortals, a varied group of personages, some of them historical, representing all types of humanity—who attained immortality through various acts of piety, charity or heroism. The five old men at lower right possibly symbolize the five elements, metal, wood, water, fire and earth. The blue animal at lower left is a lion-dog, a familiar figure borrowed from Buddhism. Directly to its left is a chi-lin, a gentle, one-horned beast, symbolizing happiness and good omens. Behind the chi-lin stands a deer, a symbol of official emolument. In the middle of the picture three female *hsien* talk together inside a cave, while to the left eight others disembark from a boat on the shore of Green Jade Lake.

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A FUNERAL PROCESSION in Tainan, Formosa escorts the deceased from his home to the graveyard. In the foreground Taoist priests ride

in pedicabs. Behind them come floral wreaths, a Western innovation which has entered Chinese funerals. The coffin is carried by 32 pallbearers.



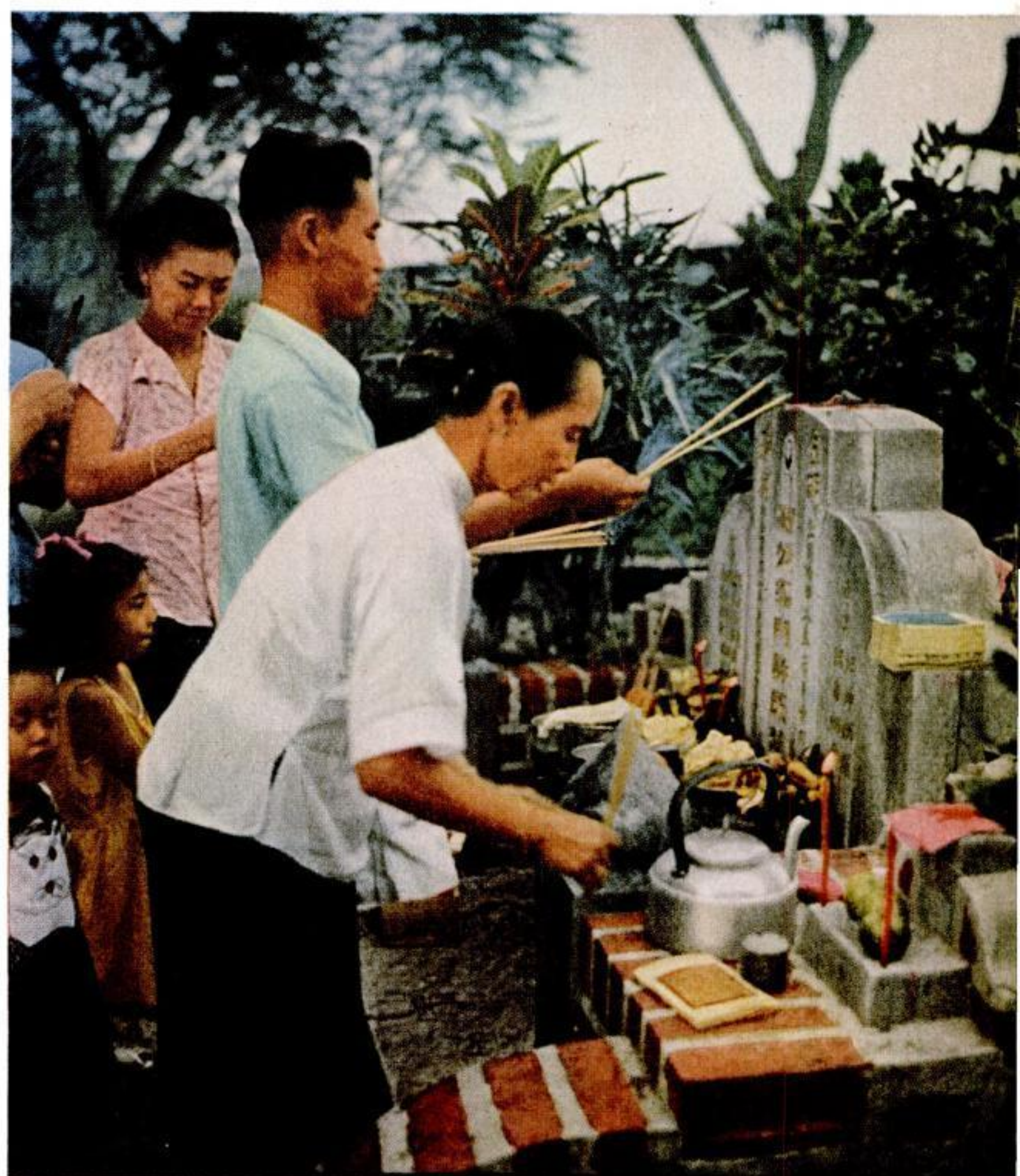
PAPER LANTERNS bearing the name of the deceased, his age, and perhaps some comment, are often borne at the head of funeral processions.

## ANCESTORS To honor them is heart of Chinese faith

Centuries before Confucius, in the dawn of Eastern culture, a reverence for the progenitors of the race formed the heart and core of Chinese religious life. Ancestral shrines existed as early as the Shang Dynasty (1776-1122 B.C.), and many of the rituals for mourning and burial that have become part of Confucian and Taoist tradition were prescribed in the ancient classics. The conviction that no person is an isolated entity but also an indispensable link in an endless chain of humanity is the binding force underlying the solidarity of the Chinese family.

When the Chinese use the word family, they do not confine the term to those who live under a single roof, or even to all living kindred; they also include their forebears whom they conceive as members of the living social group, present and proprietary, vitally concerned with the family heritage. No man's home or property, nor even his body, is his exclusive possession, but belongs to his ancestors as well. The fortunes of the living and the dead, moreover, are inextricably intertwined. When an individual dies he may become—and hopes to become—a good spirit, beneficent and helpful to his heirs; but it is also possible that he may join the army of demons. What fate befalls him is determined not only by his own past actions and consequent moral status, but by the solicitude with which his descendants honor his memory.

It is a practical mistake, therefore, as well as a sin, not to insure that all proprieties are observed—that the correct mourning cloth is worn (*left*), an adequate procession arranged (*above*) and food offerings regularly set forth (*right*). The more elaborate the funeral ceremonies and the more frequent the subsequent memorial rites, it is popularly believed, the better the prospect that the departed will become a happy and therefore a friendly spirit. "To serve those now dead as if they were living," Confucius said, "is the highest achievement of true filial piety."



BESIDE THE OPEN GRAVE two hooded wives of the deceased and one child pay final respects to the coffin. All three wear coarse mourning cloth. The red objects they hold are dummy lanterns to light the spirit's way home.

FOOD AND MONEY for the spirits are offered by Chinese in a Malayan graveyard. They are observing the spring festival, which is a time for honoring ancestors by cleaning graves, repainting headstones and weeding plots.

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A PAPER HOUSE IS BURNED, along with other paper objects, to release a soul from purgatory. The practice of sacrificing symbolically by paper simulacra supplanted actual sacrifices centuries ago. The ceremony shown

here, which took place in Singapore, is based on the idea that a spirit wanders in purgatory two years after death and must be assisted before it can enter heaven. A son of the dead man watches the fire to make sure everything burns.





A TRADITIONAL DRAGON is exhibited by Chinese-American girls in Seattle. In Chinese mythology the dragon personifies the benign powers of nature, productive of rain and lush harvests, prosperity and peace. Dragon

worship is associated with several festivals but chiefly with the Chinese New Year when, to the accompaniment of drums and firecrackers, its image is carried through streets. Where it passes, evil spirits and misfortune are expunged.

# COMMUNISTS AND CONFUCIUS

by LIN YUTANG

It is of the essence of life that living in the present, we must think of the present. Only through the vistas of history can man, by a foreshortening process of the mind, see patterns moving across the decades, even centuries. Back in 1928-29, Russian proletarian novels were popular reading among the youth of China. Twenty years later, a Communist state came into being in the land of Confucius.

Long before the coming of the Communist regime, Confucianism had a period of decline, swept aside by a wave of intellectual radicalism starting in 1919. A definite feeling was in the air, that China must get on and change—and forget the past, or perish. The generation which grew up in the first years of the republic did not so much attack or oppose Confucianism as they ridiculed and ignored it. All this was inevitable in an age of vast intellectual ferment, of a generation impatient for reform, unrooted in the past, confident and somewhat naive. Confucius was also unfortunate in his allies—the warlords who were naturally supporters of old-fashioned morality. Sooner or later, there

was bound to be a change and a better recognition of Confucian humanism and its appraisal of human nature and social values. As the years went by, the young radicals matured: the professors began to “see something” in Confucianism after all. All during the war years, a scholar at Tsing Hua University in Peking, Professor Fung Yu-lan, was producing a magnum opus, a new interpretation of Neo-Confucianism. Then his work was thwarted by political events under the Communist regime. Professor Fung found it convenient to denounce the results of his lifetime of study, recant his beliefs in idealism with much beating of breast, and publicly thank the “masses for opening [his] eyes.” Whatever independent thinking there was came to a stop by the end of 1952. For the present, at least, both Confucian and Taoist ideas are officially regarded as “poison,” just as Christianity is regarded as dope for the poor. Confucian books are not so much *verboten* as ignored. All ancient books are supposed to contain “poison.” History books for students are systematically rewritten. Communist workers are replacing

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village elders. Elders and anyone else respected by the village community, or anyone acquainted with organizational technique, is a potential leader of the opposition, and as such is liquidated, no matter how innocent the partisans know the person to be. It is an ideological necessity, accepted by party workers.

Westerners who have lived in China and come to know the Chinese people as they are have found it hard to believe that a nation characterized by common sense, moderation and a homely geniality of living can be transformed into zealots and fanatic followers of Marxism. The question may be asked: how vital are Confucian ideas of humanism and Taoist ideas of laissez faire in modern Chinese society, and how will the Chinese philosophic temper reassert itself? The question should be divided into two: One, can there be a compromise between Marxism and Confucianism, or can the Confucian temper for moderation and respect for human relations influence and change Chinese Communism in the future? And, two, how valid are Confucian and Taoist teachings today?

It is a truism to say that Confucianism, with its family system, its



Dr. Lin Yutang, author and philosopher, has long been distinguished as an interpreter of the East for the West. His two best-known books in the U.S. are *My Country and My People* and *The Importance of Living*. Since 1954 Dr. Lin has been Chancellor of the newly created Chinese University (Nanyang) in Singapore.

hard-boiled sense that charity must begin at home, its insistence on proper social relationships extended to the nation from right mental attitudes developed in childhood at home, has set the tone for Chinese society for 2,500 years. In every aspect of social life—filial piety, respect for scholars, village government by elders, respect for age, selection of talents for leadership—Chinese society bears the stamp of Confucius.

These positive aspects of Chinese life, a keen sense of responsibility for one's fellow men, are offset by another important stream of negative characteristics—a certain nonchalant, poetic attitude of calm contentment and devil-may-care old roguery—in which we can recognize the influence of Taoism. The combination of the positive, responsible attitude when a Chinese gentleman bears the burden of the world on his shoulders, and the attitude of the old rogue on the open road, when the same person is willing to let the world take care of itself in a mood of poetic irresponsibility and truly religious trust in Tao—this peculiar mixture has produced the characteristic mores of the Chinese people. I personally think the second attitude is priceless.

However, every nation has its shortcomings, and if all the iniquities of the Chinese people are put upon Confucius' shoulders, the sins of Confucius are many. We tend to ascribe the character of a nation, necessarily complex, to one simple source. Anyway, Confucius, or the Chinese nation, forgot to develop something akin to habeas corpus, or anything remotely comparable to it. Confucius had only contempt for law courts, and his great disciple, Mencius, developed the idea of benevolent government. Without protection of civil rights, the idea that our rulers should or would love us like our parents is naive to the extreme. Personally I think one writ of habeas corpus is worth more than the Confucian *Analecks*.

It must be remembered, however, that Confucius was primarily a moral and social philosopher, and only secondarily a political theorist. In a time of chaos, he believed the solution was moral and social, rather than political. That idea is as good as gold. He aimed at political peace by first establishing a social order based on proper respect for human relationships, and he believed that this social order must be based on the cultivation of the individual through education and the arts, particularly music. When the individuals are cultivated and reformed from within and live as good fathers, good brothers and good husbands, political order will follow of its own accord. Somewhat idealistic, yes—but all great teachers are.

The first question about possible compromise between the Confucian temper and the Marxist temper and outlook must be answered in the negative. Madame Sun Yat-sen expressed the Communist orthodox viewpoint best when she said, "Confucian teachings are feudalistic and autocratic from beginning to end. We must realize how deeply Confucian influences have been imbedded in our art, literature, social sciences and morals. We must make great efforts to

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RED STUDENTS in Peking observe the anniversary of People's Republic. They are among the new generations reared without Confucian ethics.

## CHINESE RELIGIONS CONTINUED

uproot Confucian ideas from every nook and corner of our life and thoughts." Such great efforts are being made. Of the over 15,000 books published by the Commercial Press in Chinese, only 1,224 titles remained on the selling list by the end of 1952. The rest were destroyed. Of the over 12,000 titles published by Chung Hwa Book Company, some 1,500 remained.

In every country, society lives by a set of moral values. In Christian countries, these virtues—such as honesty, kindness, justice and the value of the individual—are represented by the Christian code. In China, they happen to be represented by Confucianism. Thus Communism finds it necessary to strike at the core of Confucian teachings by breaking up family loyalty. The denunciation of their parents by boys and girls of 13 and 14 is systematically encouraged and such boys and girls are paraded through towns as model citizens. And it is not difficult to teach the young to disobey parents.

The case of the denouncing of Lu Chih-wei, president of Yenching University, by his daughter is typical and enlightening. President Lu had already been submitted to public trials several times and he has mercilessly excoriated himself in public in the following terms, "Ambassador Leighton Stuart [of the U.S.] chose me because he knew that I was pro-American to the bones, that I was willing to carry out American cultural invasion at Yenching University. . . . For selfish reasons, I, of my own will, fell into the trap and did harm to countless youths." This was considered unsatisfactory. At the next trial, his daughter, Lu Yao-hua, rose up and, pointing her finger at him, said, "I tried to protect you because I believed in affection between parent and child. Even if it was true affection, how could such emotion compare with the broad love of the masses? Why can't I rise up and fight you, like the Korean volunteers?"

The second question is: given normal freedom of thought, how valid are Confucian and Taoist teachings today? Generally, moral teachers outlast politicians. Gandhi will outlast Nehru and Confucius and Lao Tzu will outlast Mao Tse-tung. The Confucian golden rule must survive. As for the witticisms of Lao Tzu, his depth, his brilliance and his profound iconoclasm will always recommend themselves to the searching human mind. His teachings on gentleness and humility will always stand as the Sermon on the Mount will always stand, irrespective of political persecutions.

Can the Chinese people, apart from their ideological rulers, accept the Communist negation of their traditional ways and beliefs? The answer is, they have to. Can they accept the more rigorous, severe totalitarian pattern of life geared to production for the state? The answer is again, they have to.

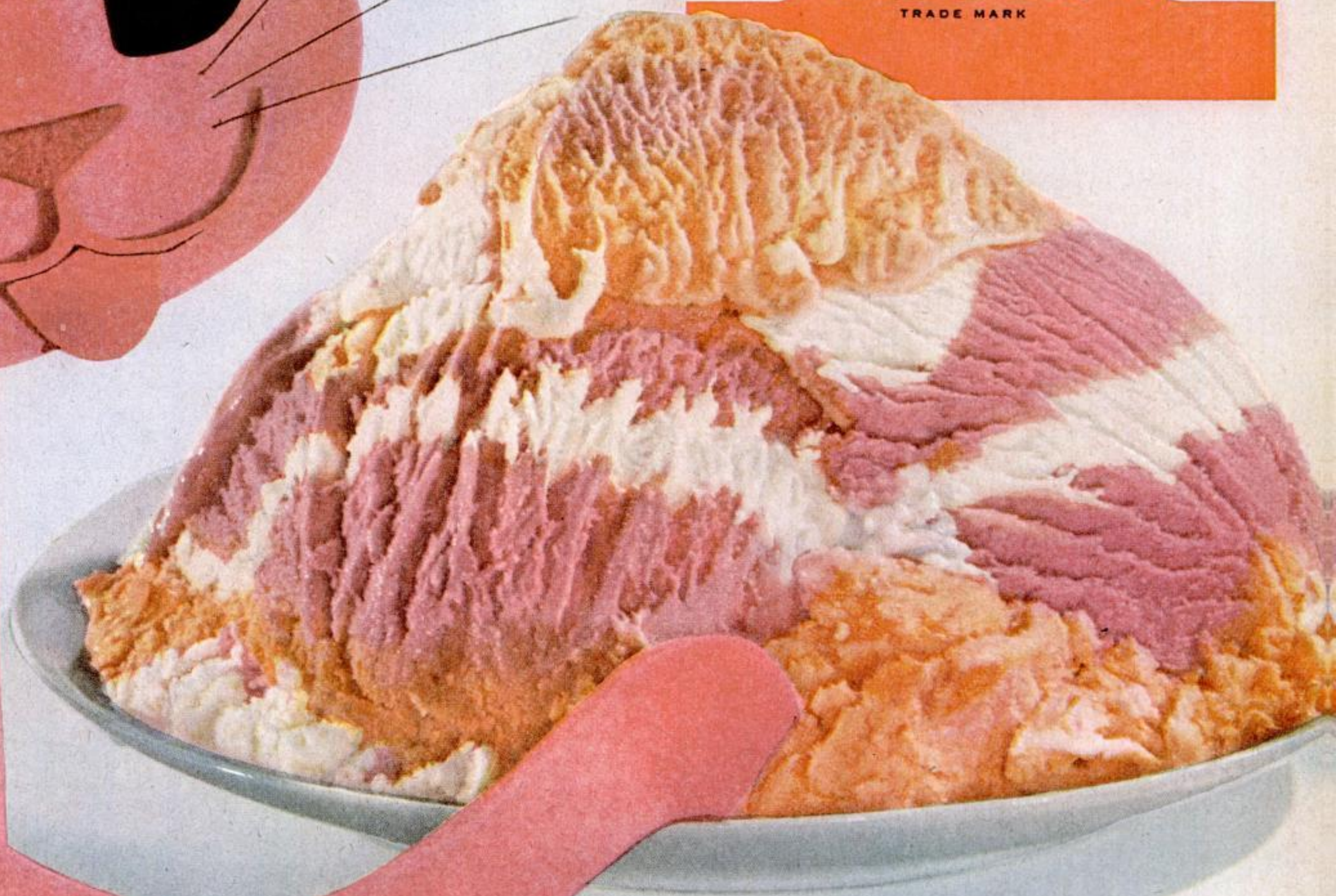
But thoughts and ideas are somewhat like seeds. They have a way of lying dormant underground until a more favorable climate brings them again to life. As to when or how this will happen and the Chinese people return openly to Confucian ideals and the tolerance of Lao Tzu, that is a matter of international politics. But, as a Chinese, I hope that it will be within my lifetime.

Discussion outlines for Part III of the five instalments in the "Great Religions" series can be obtained at 10¢ each, or 15 copies for \$1.00. Outlines are also available, at the same price, for each of the two previous articles: Part I, Hinduism (LIFE, Feb. 7); Part II, Buddhism (LIFE, March 7). Send orders to TIME-LIFE Education Dept., 9 Rockefeller Plaza, New York 20, N.Y.



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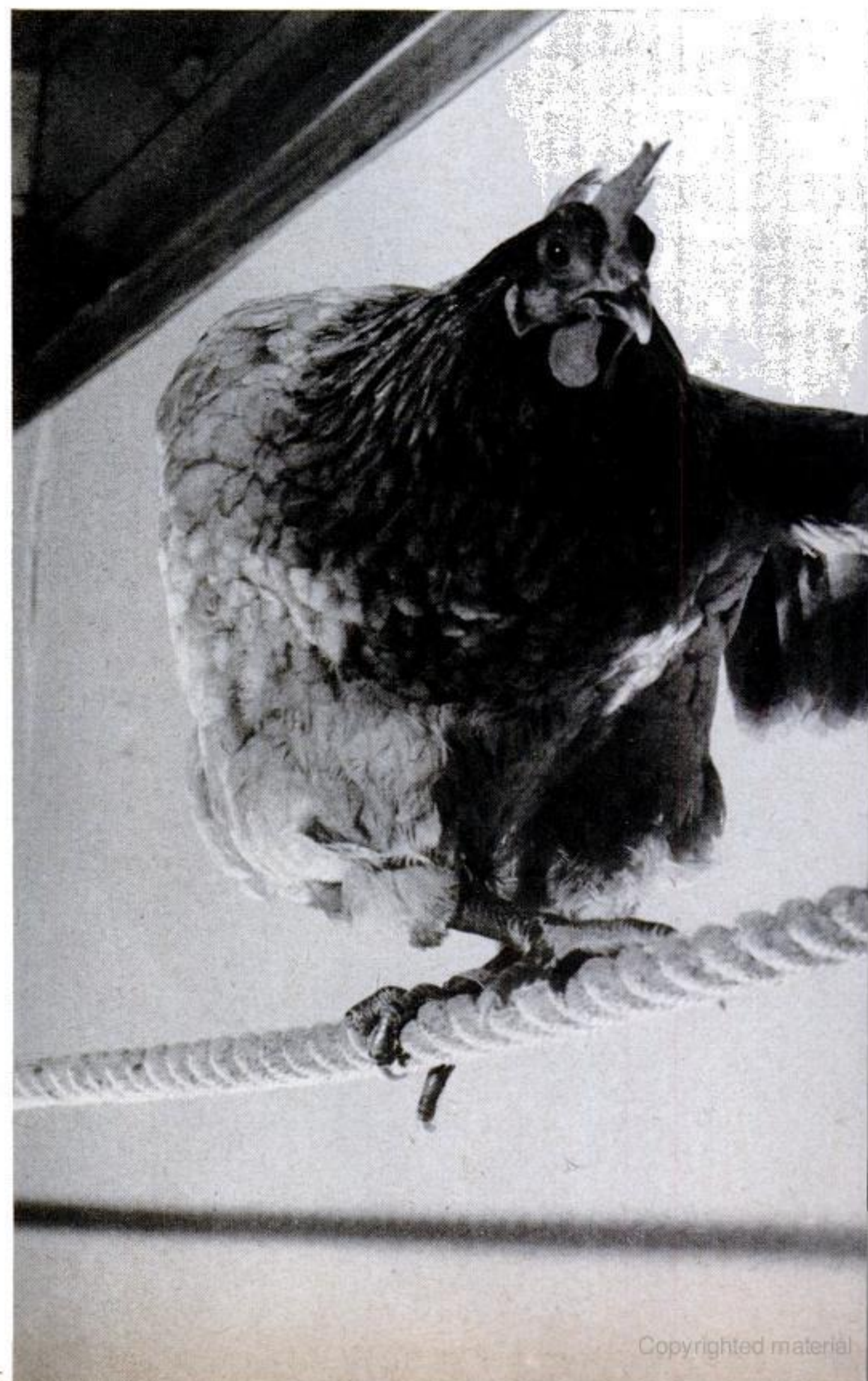
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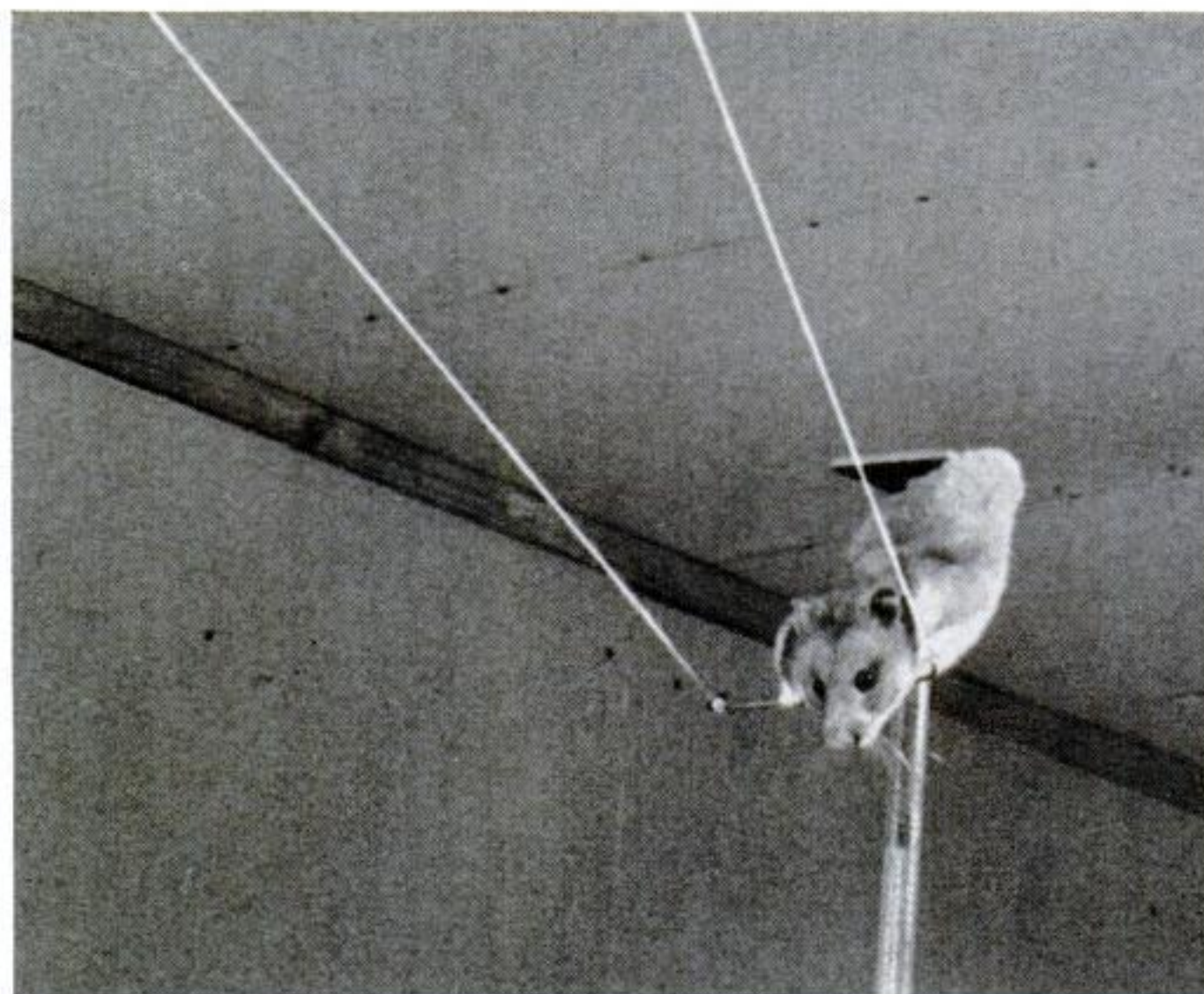


## Chick also has an 'Ideal' way to groom his hair!

You, too, will cheer this amazing new discovery that keeps hair neat without gooey oils and creams — that keeps hair and scalp cleaner, as well!

No wonder Chick Harbert says: "Fitch Ideal beats par for the course." Ideal keeps your hair perfectly groomed from morning to night. Its magic ingredient helps keep hair and scalp cleaner too! No gooey cream, no oil to trap dirt and clog pores. Its tingling tonic action also relieves itching, helps remove flaky dandruff. So do as many champions do. Get Fitch Ideal Hair Tonic at drug counters. And ask your Barber for a professional application.

FITCH  
*Ideal*  
HAIR TONIC



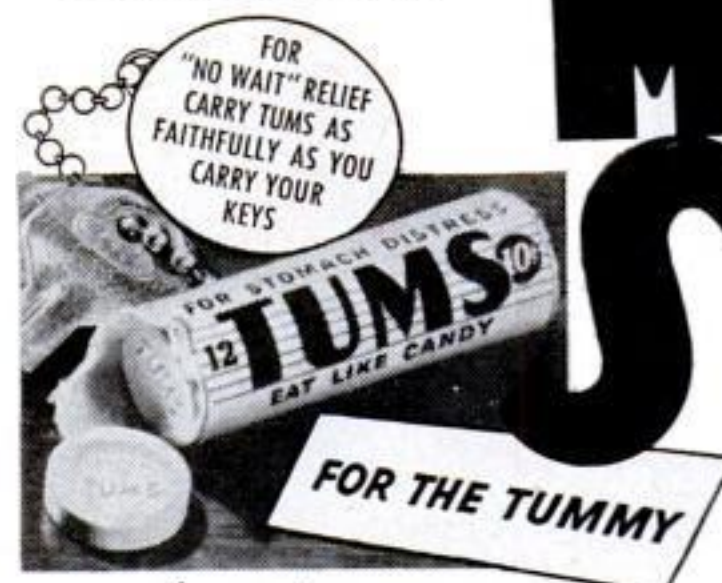
**DARING DESCENT** is made by a hamster as he leaves top of a post and starts downward on a trapeze. He occasionally falls but remains undaunted.



**DANGLING SAFELY**, just above the floor of the cage, the hamster prepares to drop from the trapeze and collect his reward, a food pellet placed in the cage.

*you never  
know when  
ACID INDIGESTION  
will strike*

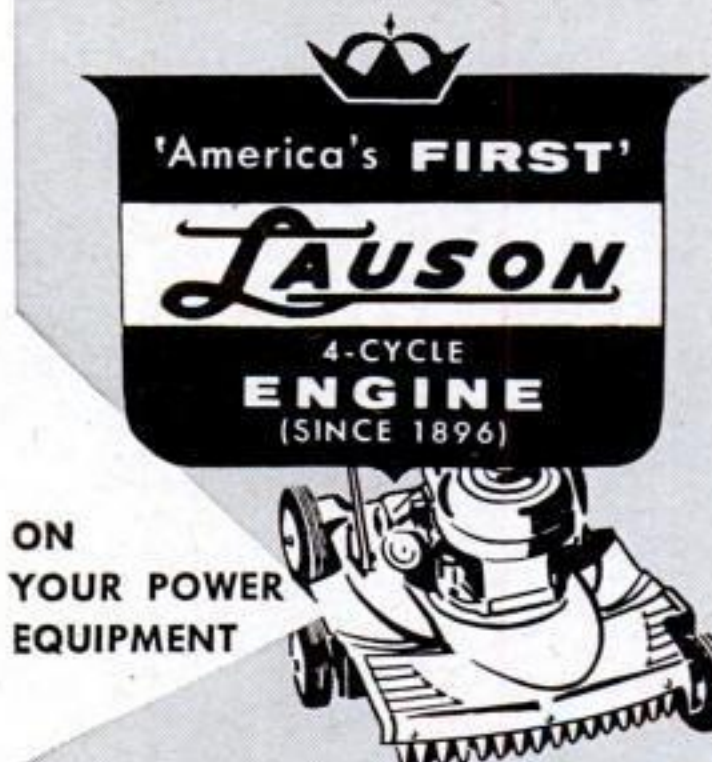
In the movies—at a game—driving a car—or when you're trying to sleep... acid indigestion may strike. But no need to suffer with wonderful little Tums handy. Eat them like candy. Acid indigestion, heartburn go fast.



STILL ONLY 10¢ A ROLL

AND YOU COULDN'T BUY SAFER,  
QUICKER RELIEF FOR A TEN DOLLAR BILL

YOU'LL BE LUCKY TO GET



Manufactured by  
**THE LAUSON COMPANY**, New Holstein, Wis.  
(Division of Hart-Carter Company)



TREN-METAL INC. 1060 SPRUCE ST. TRENTON, N. J.



YOU CAN EXPECT MORE FROM ROTO-ROOTER

No Unnecessary Digging

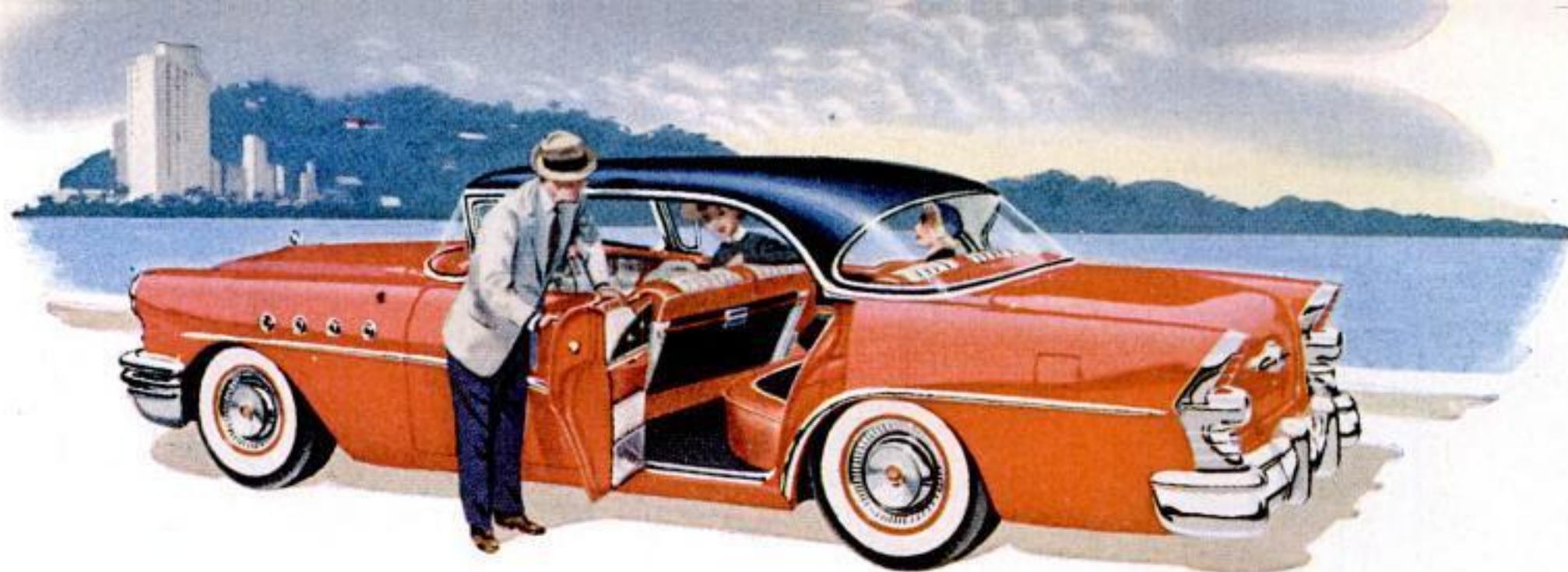
Insist on the genuine. Look for ROTO-ROOTER, white section of your phone book. Write for Free literature.

ROTO-ROOTER CORP.,  
Dept. L-13,  
Des Moines 14,  
Iowa

A NATIONAL SERVICE AVAILABLE LOCALLY

CONTINUED ON PAGE 95





# Look what Buick brings you now — the 4-Door Riviera



**T**HIS is the one you've been reading about and hearing about—the new kind of automobile where smart styling and supreme convenience blend as never before.

This, you see, is Buick's rakish Riviera—but now with two more doors for the rear-seat passengers, and stretch-out room to match.

It has all the characteristics of the 2-door Riviera—the "hardtop" that has outsold all others, bar none . . .

The sleek and racy look of a Convertible—but with the steel-roofed safety of a Sedan . . .

Above the window line, no door posts for the

rear doors. With windows down, a completely unobstructed view at both sides.

And note, if you please—rear doors hinged at their front edges.

Add to all this the easy access of separate doors to the rear—plus extra-generous legroom and headroom for rear-seat passengers—and you have the long-awaited 4-door Riviera.

But the good news goes even beyond that.

This industry-pacing new Buick is in volume production right now in the low-price SPECIAL Series and the high-powered CENTURY Series.

Which means the walloping performance of a

188-hp or a 236-hp V8 engine—the whip-quick go and gas saving of Variable Pitch Dynaflo\*—the silky levelness of the Million Dollar Ride—the solid strength and durability of Buick building—and easy-to-reach prices that have carried Buick into the top three of the nation's sales leaders.

Better come quick to look into this new beauty—and to place *your* order for the car we predict will be the hit of the year, by far.

\*Dynaflo Drive is standard on Roadmaster, optional at extra cost on other Series.

When better automobiles are built Buick will build them

COME TO BUICK'S  
SPRING FASHION FESTIVAL  
Starting April 1st

Bright Colors that  
sing of Spring!

Gay Cars that lift  
your spirits!

Smart Prices that  
baby your budget!

*Thrill of the year is Buick*

SEE YOUR BUICK DEALER

Milton Berle Stars for Buick  
See the Buick-Berle Show  
Alternate Tuesday Evenings

Copyrighted material





*When the kids make your house headquarters for Saturday lunch...*

**Sure, they can stay!** It's no trouble to feed the whole gang—not when you have Chef Boy-Ar-Dee Spaghetti and Meat Balls on hand.

Just open... heat... it's ready in *minutes*. Watch the kids pile into those steaming platefuls of tender spaghetti; smothered in tasty, tomato-rich sauce; topped with braised, brown meat balls made of *pure* delicious beef.

It really fills the empty spaces. And it's a good nourishing energy-replacer, too. All this—for only about 14¢ a serving! In two-serving or handy five-serving cans.

It's Chef's special way with sauces that makes this—and all the other Chef products—so extra-specially good. You can get the sauces *separately*, too. Keep a good supply on hand. Enjoy letting Chef do your cooking!

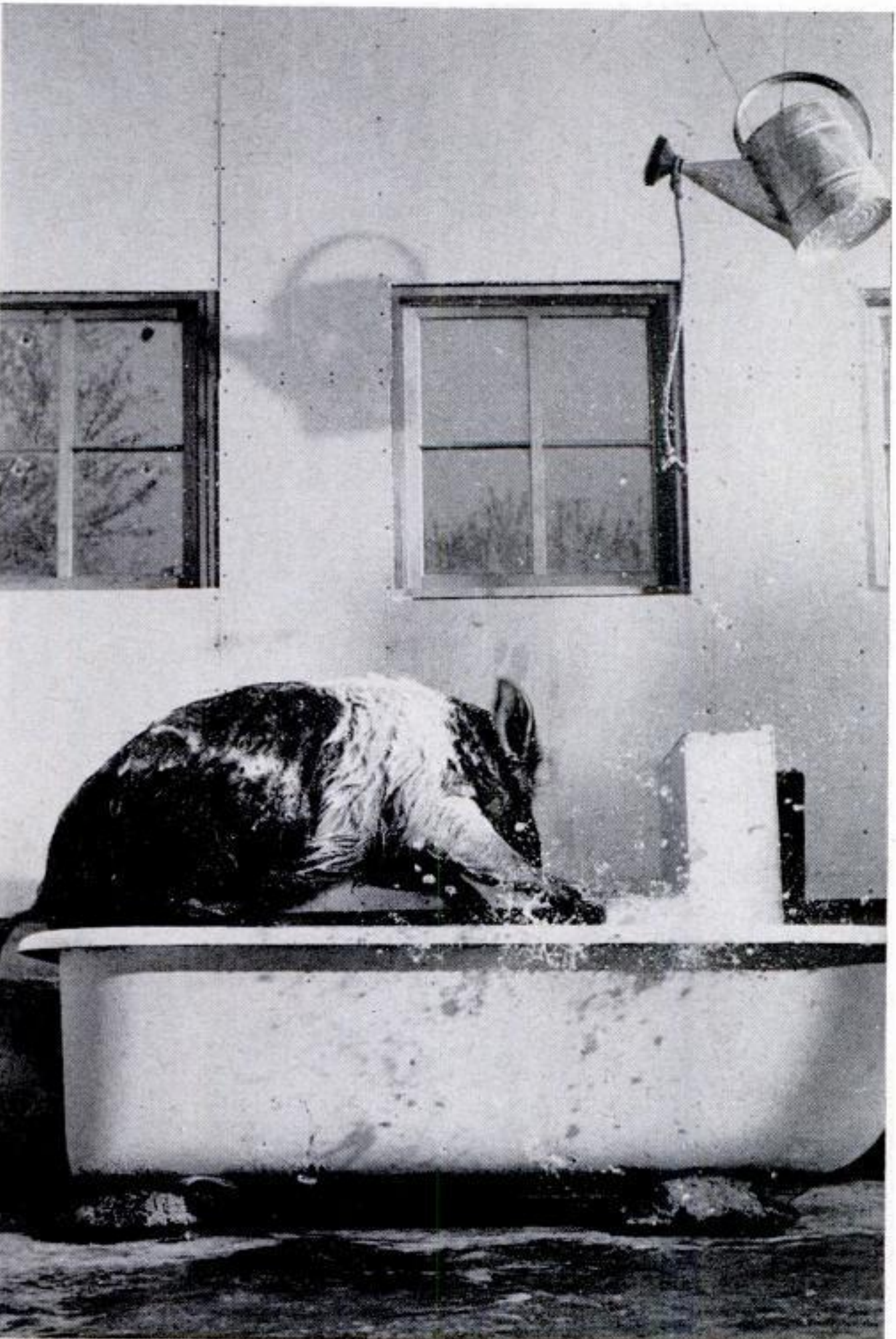
**Quick** *Hearty, tasty* **CHEF BOY-AR-DEE**  
*Spaghetti and Meat Balls*







**IMMACULATE PIG** tips sprinkling can for makeshift shower. Pigs are persistent workers, says Breland, and are easier to train than dogs or horses.



**ENERGETIC SPLASHING** drenched bathroom floor. Also trained to clean up a littered room, he tried to haul photographer's light stand to wastebasket.

*Look your best...  
in comfort!*

HAGGAR

## Luxury Sheens

(RAYON AND DACRON)

At work or for leisure wear... you can't beat Hagggar Luxury Sheens for comfort and lasting good looks. Smartly styled, expertly tailored... in twelve beautiful shades.

About \$7.95

**HAGGAR**  
Slacks



**Mickey Mantle, star  
New York Yankee  
Outfielder, says:**

"Mix and Match Hagggar Slacks with Sport coats and Sport shirts — have more good-looking outfits."



Get Hagggar Slacks at better stores everywhere, \$6.95-\$14.95

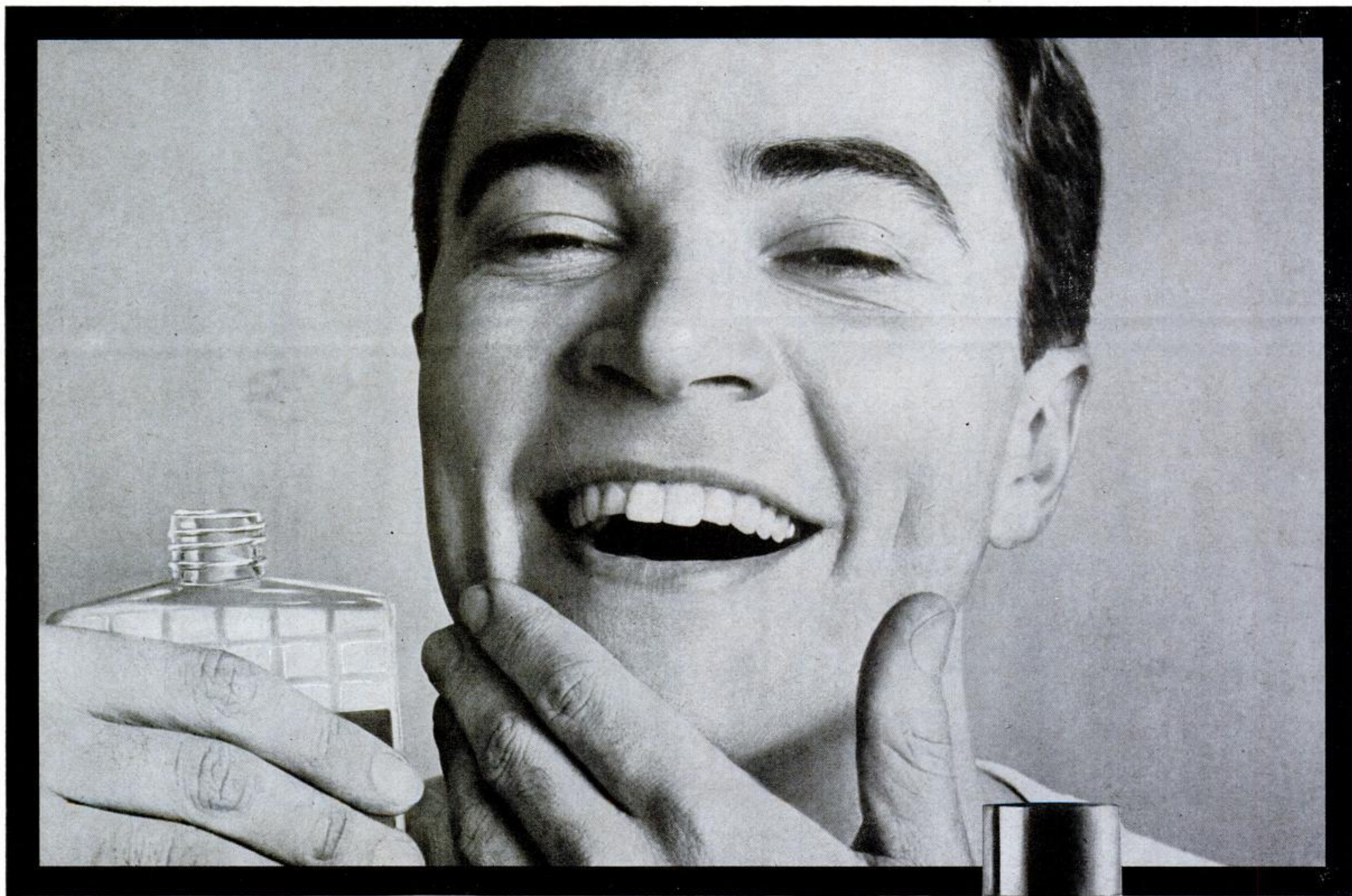
HAGGAR COMPANY • DALLAS





# NO STING!

Mennen brings you **afta** ... a completely new kind of after-shave lotion!



**afta** is non-alcoholic . . . .  
actually soothes your skin!

**WON'T BURN, BITE OR DRY YOUR FACE!** This new Mennen product—called Afta—is a *completely different* after-shave lotion. It can't sting—because there's not one drop of alcohol in it!

Afta *soothes* and *smooths* your skin. It helps to heal tiny razor nicks—and to prevent chapping!

You'll like the way this light, creamy, non-greasy lotion takes away that "just-scraped" sensation—even after the closest shave. And you'll like its manly aroma, so clean and so fresh.

Afta leaves your face feeling *great*. Try it! Only \$1 for a 3 months' supply.

ANOTHER MENNEN SKIN-COMFORT PRODUCT







**FLIGHT INTO FANTASY** for three Darling children, Wendy (Kathy Nolan), Michael (Joseph Stafford) and John (Robert Harrington), begins in their nursery.

Having taught them to fly (on wings of concealed stage contrivances) Peter invites them to follow him through the stars to his Never Land home and friends.

# ‘It Must Have Been Great in Color’

IT WAS AND HERE ARE ‘PETER PAN’ SCENES MOST PEOPLE DIDN’T SEE

On a recent Monday nearly half the nation’s population passed a night together among the whimsical wonders of Never Land. Leading the way, Mary Martin flew out ahead as Peter Pan with the three Darling children and at least 65 million Americans following close behind. In one night more people saw the show than had seen all the productions staged since its London premiere in 1904. Though it was done in full color, only a handful of viewers saw it that way on the country’s 15,000 color sets. In black and white it was a triumphant piece of entertainment that made all TV’s past spectacles pale. But in color it was even more glorious, as the pictures on these pages show.

*Peter Pan*, a musical version of Barrie’s play, was the first big Broadway production to terminate its run with a one-night stand on television. For the *Producers’ Showcase* presentation, its five stage sets and maze of flying gear were carted off to NBC’s stadium-size color studio in Brooklyn. There, unlike the stage arrangement, all the sets were in place all the time and the cast of 46 moved through them like shoppers through a ring of department stores. Because *Pan* would have wound up its stage run in the red without the whopping \$500,000 television fee, experienced showmen are certain that the rights to TV performances will hereafter be important in financing legitimate stage shows. But that does not concern NBC. The acclaim for its *Peter Pan* was so overwhelming that it already has plans to put Mary Martin back in Never Land next Christmas.



**MOTHER AND DAUGHTER**, Mary Martin and Heller Halliday as Liza, the Darlings’ maid, joined in crowing a duet after Pan had vanquished all pirates.

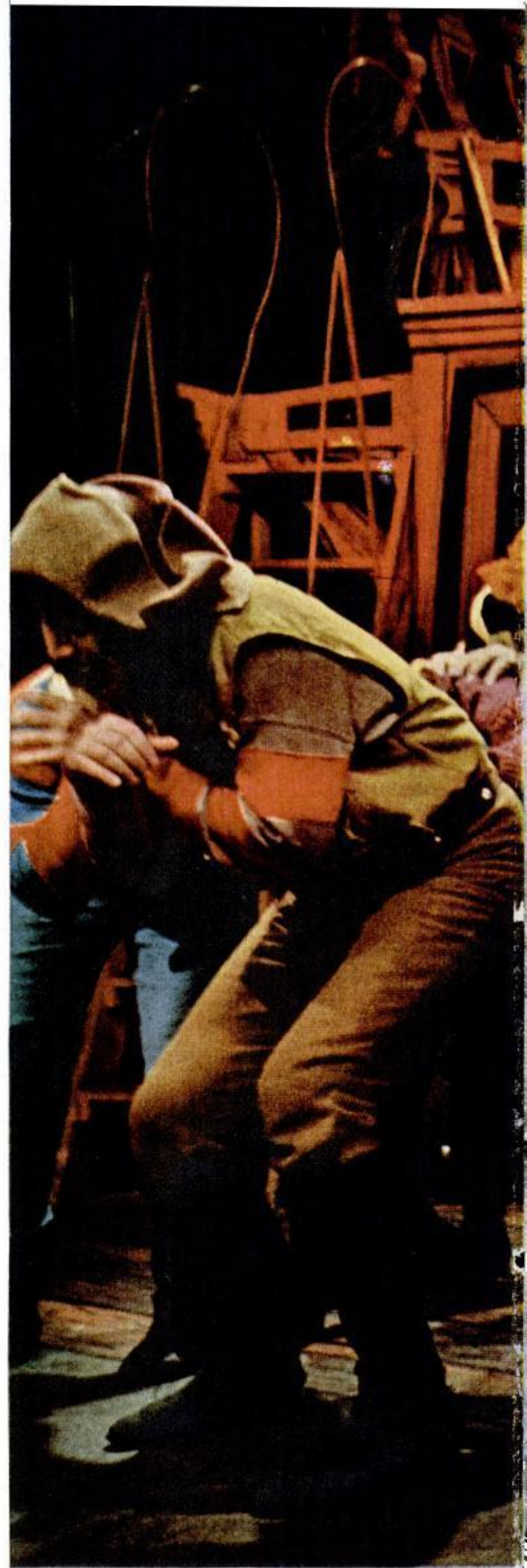
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**INDIAN TRIBE** headed by Tiger Lily (Sondra Lee) goes on warpath for Peter's Never Land pals.

**PIRATE HOOK** (Cyril Ritchard, right) is stricken with fear by adversary Pan in eyepatch disguise. →



**TICKING CROCODILE**, who earlier ate one of Captain Hook's hands and swallowed an alarm clock, oozes across stage hungrily as fearless pirates flee in panic.



**HOUSE FOR WENDY** was built by Lost Boys who earlier had winged her with an arrow as she flew into Never Land. Peter and an eyeglassed lion sleep outside.





**LOST BOYS AND INDIANS**, old enemies, stand ready for war until boys learn that Indians saved Peter from pirates and just dropped in to smoke peace pipe.



**VICTORIOUS PETER** stretches out on Hook's litter after shipboard duel in which he disarmed pirate captain, then forced him to go over the ship's side.

CONTINUED ON NEXT PAGE





**PETER'S LAST EXIT** from the real world takes place years later. Returning to the nursery he finds the now grownup Wendy's daughter, Jane—an epilog

to the play based on Barrie's sequel, *Peter and Wendy*. With Jane as his new adventurer, Peter flies off again through a starry firmament to Never Land.



*"Take it from me..."*

# FLOR-EVER CLEANS FASTER AND EASIER

**New vinyl floor  
cuts maintenance  
costs (hailed by  
housewives, too)**

Floors that take a lot of costly time to clean—and then don't sparkle anyway—are plain old fashioned (and so bad for business).

Flor-Ever, the first name in vinyl flooring, is the modern floor for everywhere—store, office, institution and, of course, your home.

Dirt and grime come off Flor-Ever faster because they "grip" less on this *extra-smooth* vinyl. That *smoothness*, you know, is one of vinyl's big advantages. But there are many, many more "pluses" for Flor-Ever.

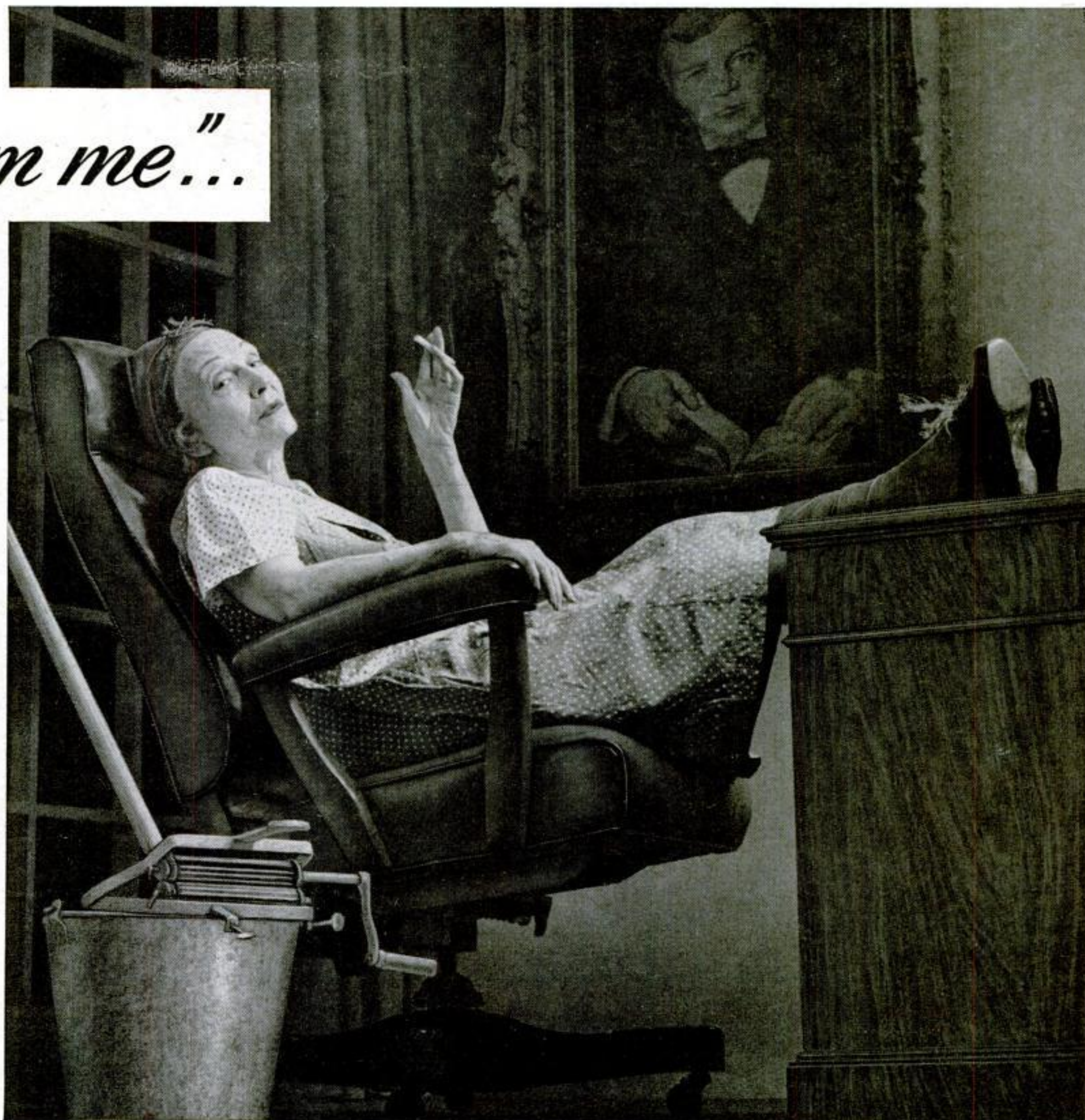
Flor-Ever vinyl floors can't be harmed by any ordinary food greases or store dirt.

Flor-Ever is vinyl-bright . . . a light waxing gives a beautiful, lasting luster.

Flor-Ever sets new wear standards. For example: the Universal grade will outwear *any* non-vinyl floor covering . . . Flor-Ever Standard outwears non-vinyl floor coverings of equal and even greater thickness.

And all Flor-Evers are supreme for brilliant, decorator coloring. They're vinyl-lustrous and *beautiful!* These remarkable colors do wonderful, wonderful things to interiors.

For smart business—and smartness in your home—install Flor-Ever.



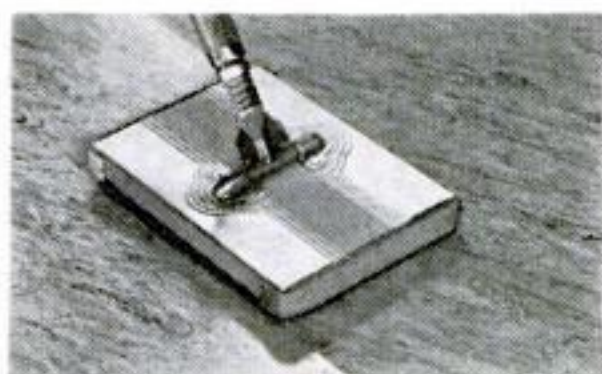
*By the Yard - By the Tile*

## Flor-Ever®

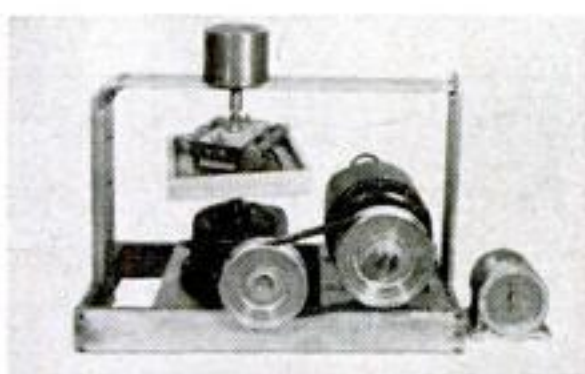
America's biggest selling  
**VINYL**  
FLOORING and COUNTER TOP



**DIRT AND GRIME CAN'T HARM**  
No vegetable, animal or mineral fat, oil or grease—no usual store traffic can harm or soften any Flor-Ever—neither the Standard, the Vinyltone, the Vinyl Asbestos, the Universal.



**VINYL LUSTER IS BUILT IN**  
Flor-Ever, in any of its forms, is *naturally* lustrous; it's vinyl! The sparkle of its power-polished surface lasts longer and light waxing speedily increases its gloss.



**SETS NEW WEAR STANDARDS**  
Flor-Ever, in each price and use range, outwears non-vinyl floor coverings of even greater thickness. On this grinding machine Flor-Ever Standard has withstood as much abrasion as floorings 50% thicker.



**FOR MATCHING COUNTER TOPS**  
Now—matching your floor—Flor-Ever Standard for counters . . . all of Flor-Ever's grand easy-to-clean features . . . and so flexible it is run right up the back splashboard (no mess-catching seams anywhere).

**AT HOME**  
basement to attic

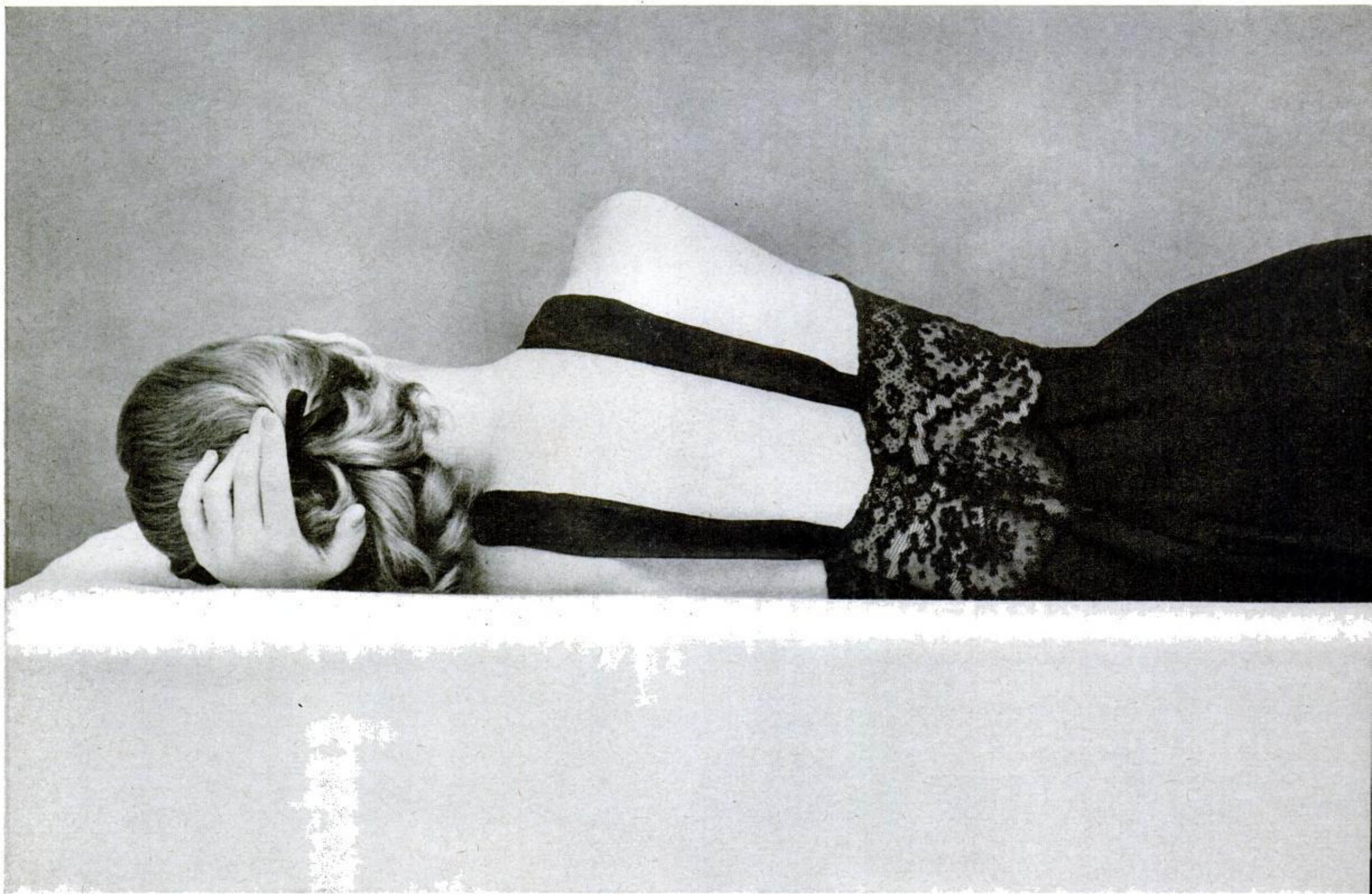
**AT WORK**  
store or office

**ANYWHERE**  
over wood or concrete  
above or below grade

**Sloane—Delaware**, Trenton, N. J. . . . Flor-Ever vinyl . . . linoleum . . . cork . . . enameled floorings



# Why settle for half when Beautyrest



## Your whole body tells you...

**You know, of course,** that your mattress has to be *firm enough* to support your hips. (That's where 50% of your weight is.)

But—what about the lighter parts of your body?

The average mattress that's firm enough for your hips . . . is just too hard to rest on!

But Beautyrest\* solves this problem for you. For Beautyrest is

different *inside*. In Beautyrest, each spring is separate. Each spring works independently. So, each part of your body gets its own support, according to its own weight!

Firm enough for your hips. Gentle enough for your head and your feet. See why Simmons, world's largest maker of mattresses, is sure that Beautyrest gives you healthier rest.



**A mattress can be too firm.** Lie on the floor and see. There's a hollow under the small of your back. This shows that rigidity alone is not right for rest.



**A mattress can be too thin.** On thin mattress, x-ray would show much of your weight supported by the *box spring*. Get your mattress a full 6½ inches *thick*!

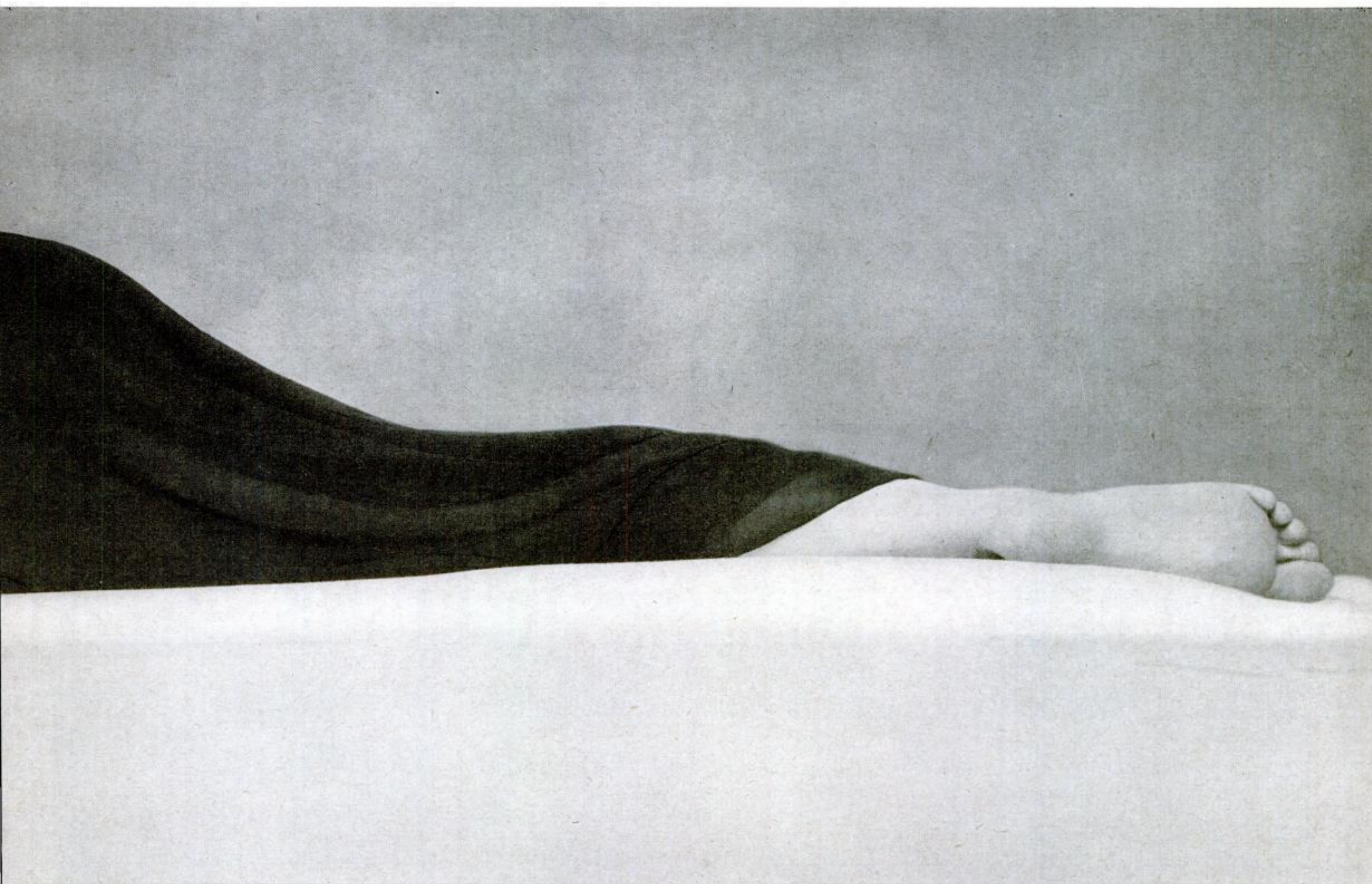


**Beautyrest**—firm enough for 250-pounder! Spring won't break under a 65,000-lb. truck! So durable. Usually far outlives its famous ten-year guarantee.

## More than 10 million people are getting



gives you firmness **PLUS** comfort!



# Beautyrest gives healthier rest!

Owners prove Beautyrest costs least to own! In actual use, for ten and fifteen and even more than twenty years, no other mattress of any kind has a record like Beautyrest. Many people write letters like this one from Mrs. Martha Spann of Gadsden, Ala. "I've had a Beautyrest for 22 years. It's just as good now as when I bought it. In fact, it's outworn two other mattresses that I have!"



Beautyrest—comfortable enough for a child! Beautyrest combines the firmness you need for good posture and the gentleness you need for satisfying rest.

## INSIDE SECRET OF HEALTHIER REST!

### "ORDINARY" MATTRESS



Springs wired together. One spring pulls next spring down. *Can sag.*

### BEAUTYREST MATTRESS



Each spring independent. One spring *can't* pull next spring down. *Sag-proof!*

Exclusive Beautyrest independent springs support each part of your body, according to its weight. Especially your hips and Beautyrest springs are *free* to push back in the small of your back. The *most* support where you need it *most*!

## 5 ways to get your Beautyrest:

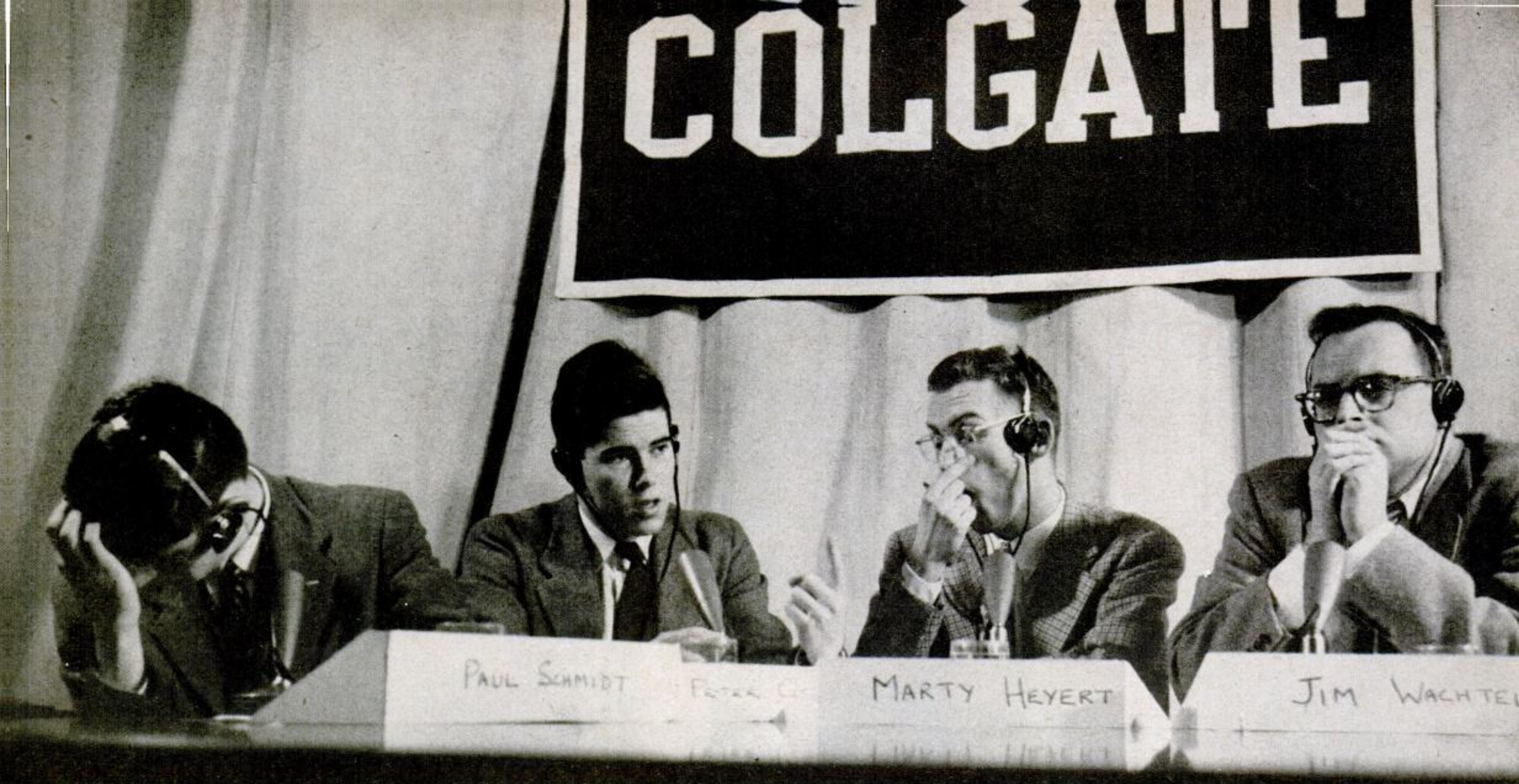
1. Standard model, \$69.50.
2. Extra-Firm model, \$69.50.
3. King-size model, 80" long, \$79.50.
4. Dual-Comfort model. One half standard, other half extra-firm. Two can have choice of firmness on same mattress. \$79.50.
5. Beautyrest on Hide-A-Bed® sofa. The only sofa-bed that can offer Beautyrest.

**Only SIMMONS makes the  
Beautyrest Mattress**

healthier rest on Beautyrest tonight!

\*Trade-mark Reg. U. S. Patent Office, Copr. 1955 by Simmons Co., Mdse. Mart, Chicago, Ill.





AT HAMILTON, N.Y., COLGATE TEAMMATES HEAR QUIZMASTER SAY THEY GAVE WRONG ANSWER. IN AUDIENCE WERE 1,000 OF 1,300 COLGATE UNDERGRADUATES

## FROM CAMPUS HIGH-BROWS TO CAMPUS HEROES

A radio quiz show adds a new flavor to intercollegiate rivalries

The question asked by the radio quizmaster in New York was, "How many toes does the great-great-great-great-great-great-grand-child of the eohippus have?" It was answered first by a team of four Colgate students (*above*) on the campus at Hamilton, N.Y. "Three," Colgate said, and fell into deep gloom when told that was wrong. Then it was asked of a team of Cornell students in a campus meeting room at Ithaca, N.Y. "One," Cornell replied, and broke into self-congratulatory cheers

(*below*) when told that was right (the eohippus' descendant is the horse).

This battle of wits, which Colgate finally won, was the latest round-robin engagement in NBC's *College Quiz Bowl*, which during the last two years has been the toughest quiz show on the air. For the 50 colleges which participated it also has been as competitively exciting as a football game, converting college eggheads into campus heroes. As the current series concluded, NBC hoped to resume it soon on TV.



IN NEW YORK QUIZMASTER RULES ON A REPLY

AT ITHACA, N.Y., CORNELL TEAMMATES HEAR QUIZMASTER SAY THEY GAVE RIGHT ANSWER. COLLEGE SELECTED THE TEAM FROM 30 STUDENTS WHO TRIED OUT



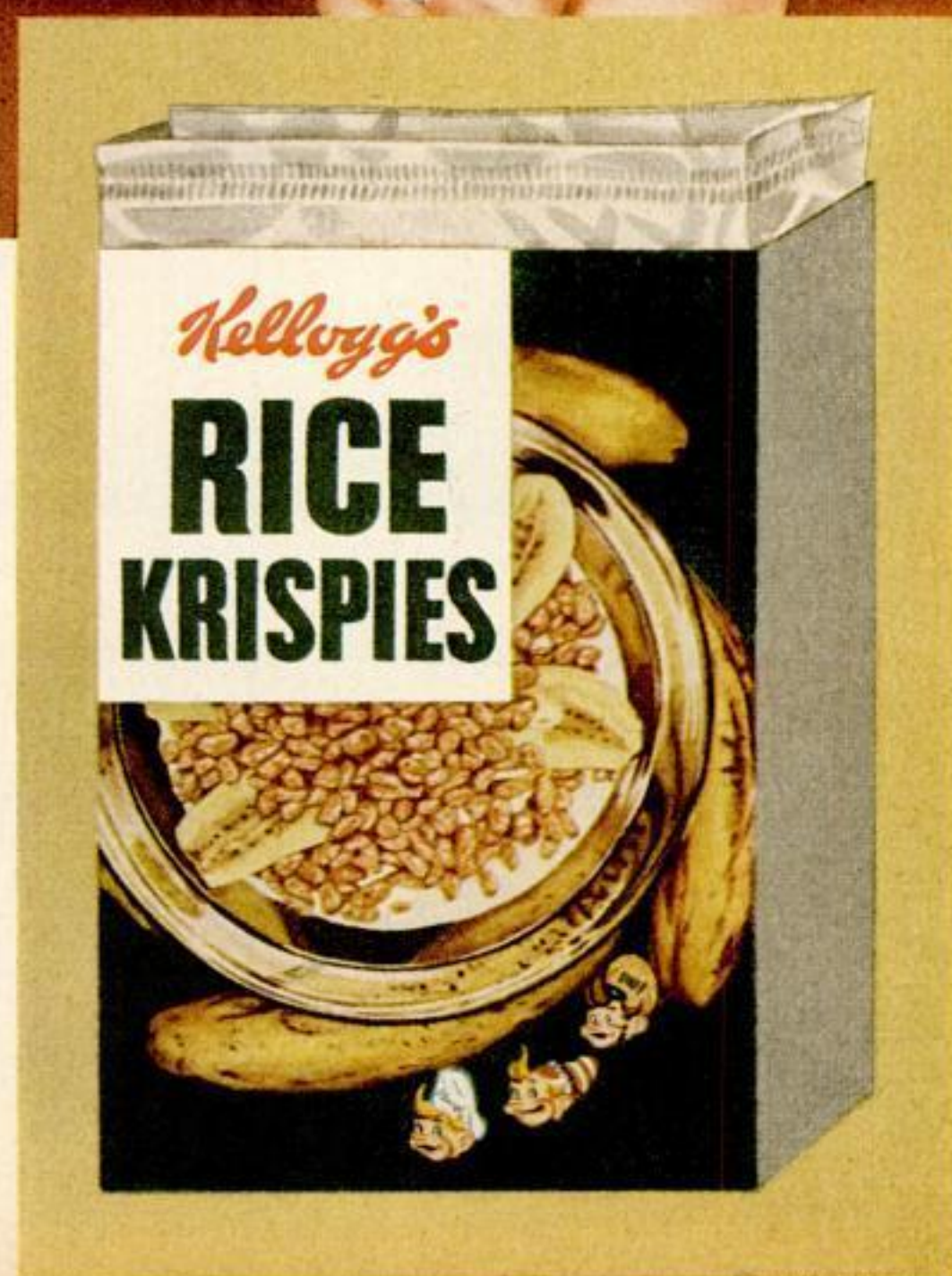




"Rice Krispies" is a trademark (Reg. U.S. Pat. Off) of the Kellogg Company for its oven-popped rice.

"They're talking like crazy this morning"

"Snap! Crackle! Pop!..."Pop! Crackle! Snap!"...  
whatever order you hear them in, it's the way  
Kellogg's Rice Krispies tell you their story  
when you pour on milk or cream. It's the story  
of freshness and crispness - a story written  
in Kellogg's radiant ovens and surrounded by  
vitamins, minerals and energy generators. It's  
a story we hope you fully enjoy tomorrow morning.



Copyrighted material



NEW SOLID COLORS, NEW STYLES IN FAMOUS  
**ARROW SOFTONES**



Here's the latest word on the Arrow Softone Look, already the fashion hit of the season. This handsome Arrow Pace is as up-to-the-minute as a shirt can be, with its soft spring colors and its smartly rounded collar (newest favorite of style-wise men). And with the harmonizing tie and handkerchief, it blends with any suit, particularly with the new dark suitings. Its finely cut broadcloth is "Sanforized"-labeled to keep its tailored fit.

**ARROW**  
 SOFTONE ENSEMBLES  
*by Cluett, Peabody & Co., Inc.*

SHOWN ABOVE: **PACE**—a popular Arrow soft collar with short, rounded points, a choice of regular or French cuffs, \$5.00. See these new Arrow Softone Shirts in a large selection of solid colors and collar styles at your nearest Arrow dealer's. Arrow all-silk foulard Tie, \$2.50; Handkerchief with embroidered figure, \$1.00.



# ARE YOU SMARTER THAN THEY?



QUESTION PUZZLED TONY KOVNER BUT A TEAMMATE KNEW THE ANSWER

**Q.** What would a person be referring to if he said, "I'm holding the baby because it may be a sleeper and I might get a melon"?



PAUL SCHMIDT HAD NO REPLY, NOR DID ANYONE ELSE

**Q.** Richard Saunders reputedly wrote it. Many people consult it and quote it. What is it?



JIM WACHTEL BLURTED, "MOBY DICK," QUICKLY REALIZED HE WAS WRONG

**Q.** Name the fictional ship that is manned by the following men: Flask, Daggoo, Queequeg and Stubb.

## ANSWERS TO QUESTIONS ABOVE:

1 Playing the stock market. In investor's parlance, "holding the baby" is the act of hanging on to a stock and hoping for a larger profit at a later date; a "sleeper" is a stock whose value is not at once apparent; and a "melon" is a large dividend declared by a company. 2 Poor Richard's Almanack, written by Benjamin Franklin under the pseudonym of Richard Saunders. 3 The Pequod, Captain Ahab's whaling ship in Herman Melville's novel Moby Dick.

# NEW!



## EASIEST

### Pin-curl permanent...ever!



### SET IT!

Set your pin-curls just as you always do.  
No need for anyone's help!



### WET IT!

Apply CASUAL just once,  
15 minutes later,  
rinse with clear water.

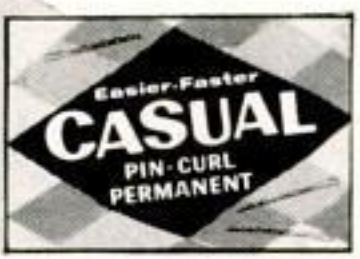


### FORGET IT!

That's all there is to it!  
CASUAL is self-neutralizing.  
There's no resetting.  
Your work is finished.

**Naturally lovely  
carefree curls  
that last for weeks!**

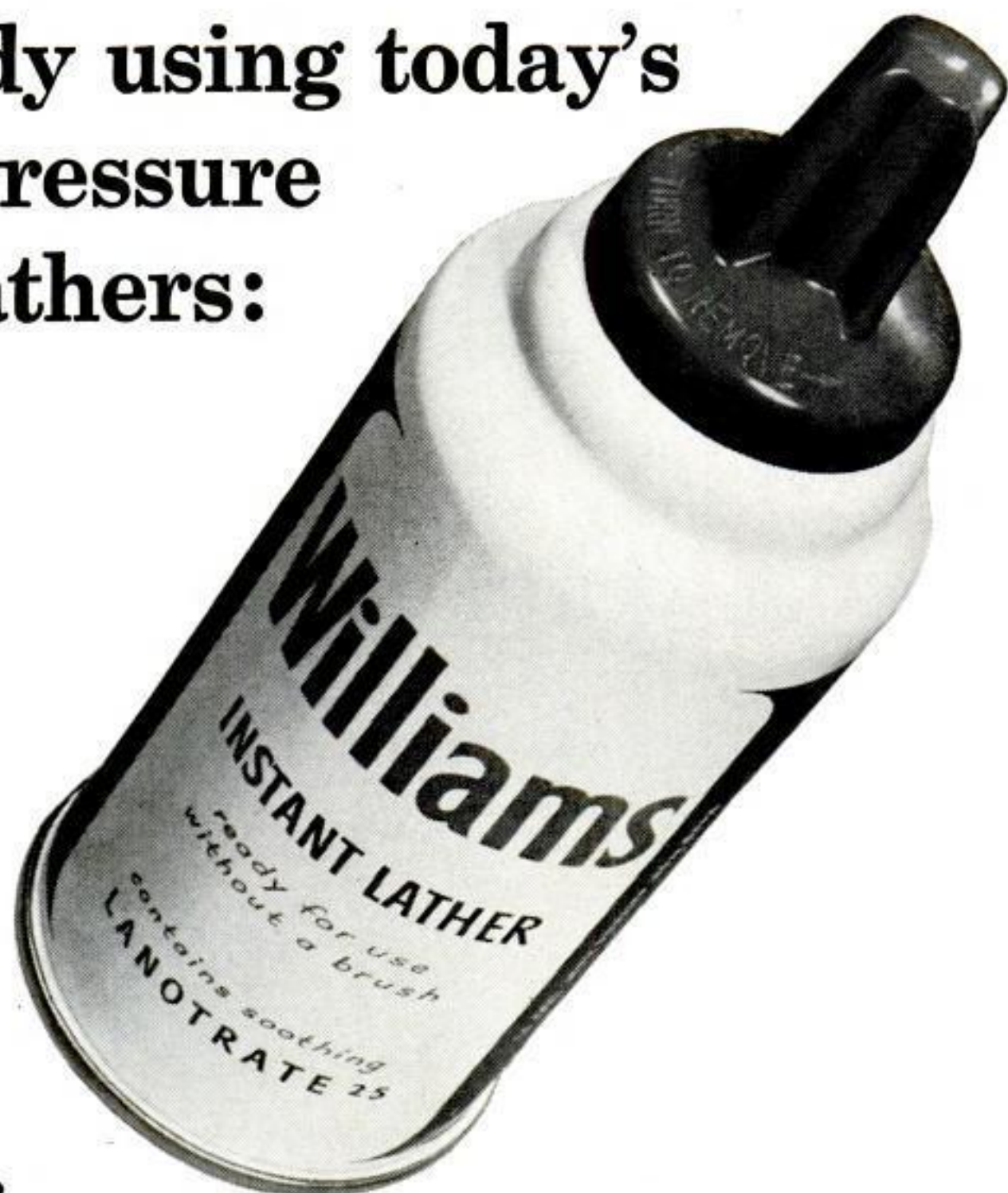
With CASUAL your hair will  
be soft, naturally curly...  
with all the body, the carefree  
beauty of curls just as you  
want them—perfect for the  
new softer natural look.  
Tonight—try CASUAL!



takes just 15 minutes  
more than setting your hair!  
\$1.50 PLUS TAX



To <sup>7</sup>~~6~~ million men  
already using today's  
new pressure  
can lathers:



**Williams Instant Lather**  
now gives you a lather with  
the benefits of Lanolin built in!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. *The softness, smoothness, and quick healing of the skin on woolhandlers' hands told them that.*

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from even the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be effective.

**Williams' discovery—Lanotrate<sup>25</sup>**  
—revolutionized shaving

LANOTRATE<sup>25</sup> is the Williams name for its extract of lanolin which concentrates the magic skin-smoothing elements 25 times.

With this concentrated form of lanolin even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more

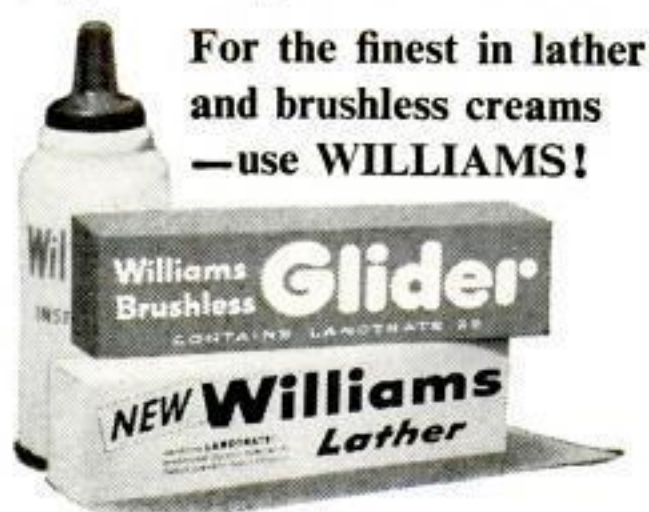
**Money-saving offer!**



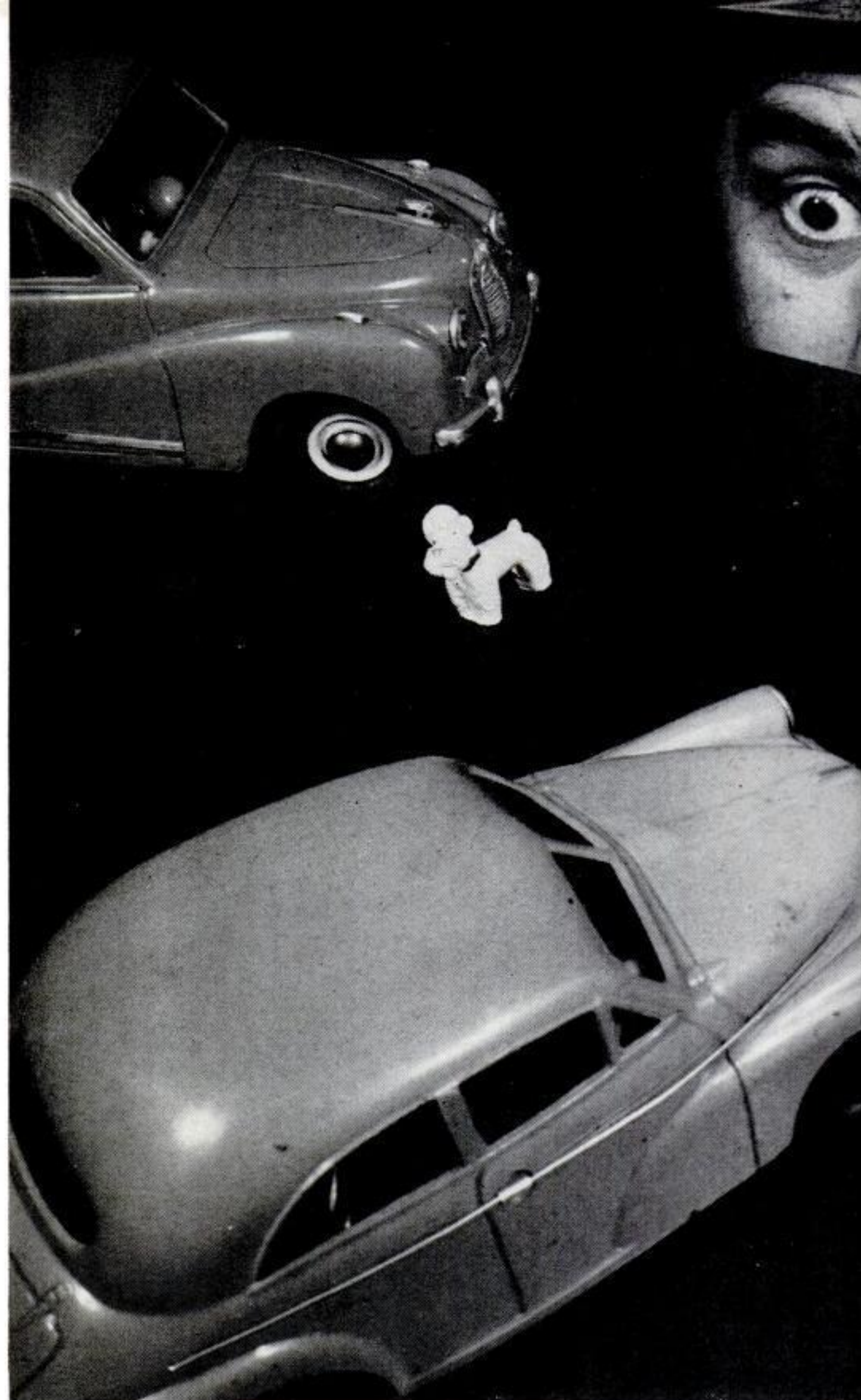
NOW! Because we want you to try it—this specially priced "twin-pack"—a half-year supply! While they last.

fit and supple, younger looking. Regular use of Williams Instant Lather with LANOTRATE<sup>25</sup> helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Start today to enjoy these skin-comforting benefits—enjoy at last a truly kind-to-your-skin shave.



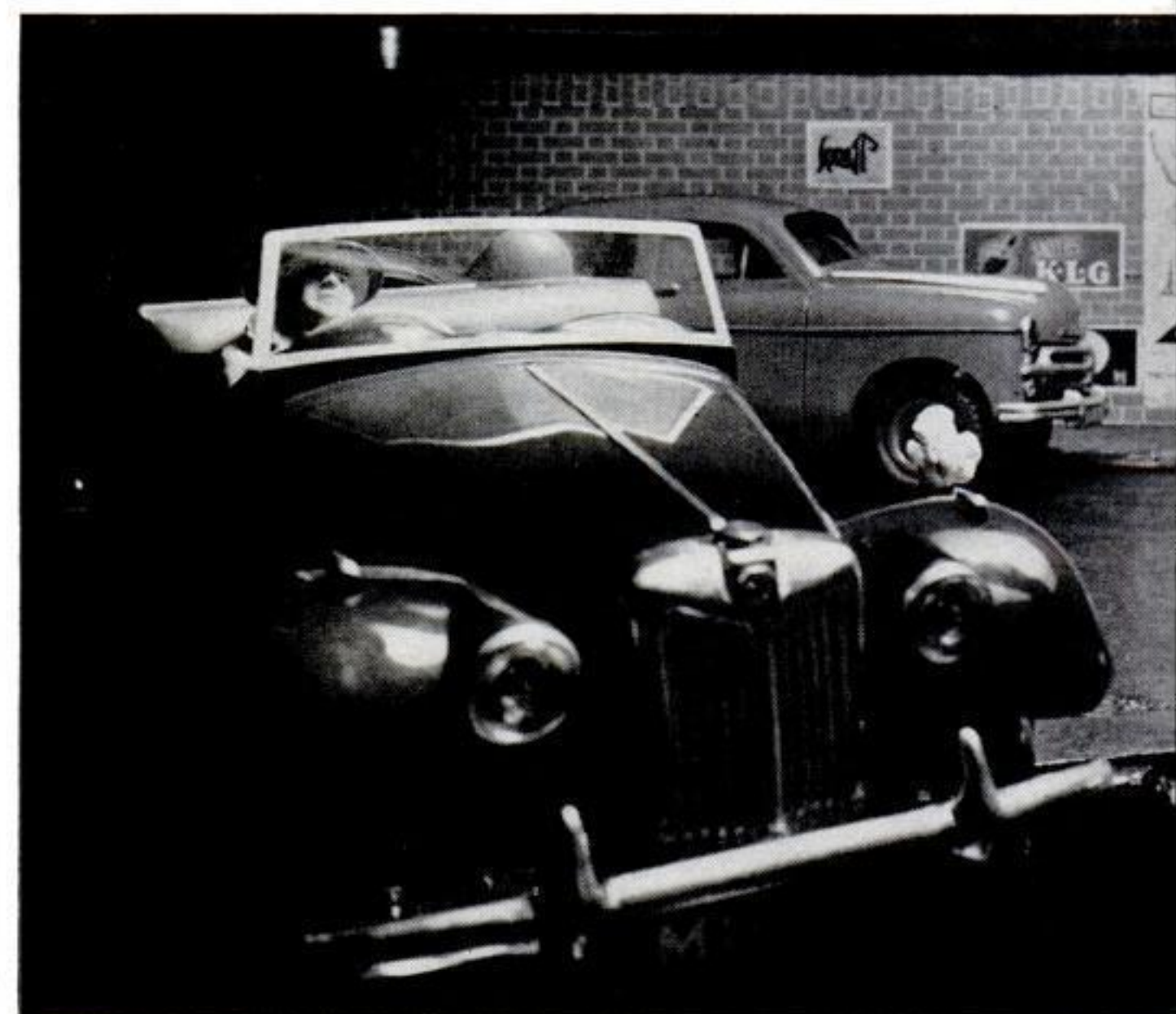
LANOTRATE<sup>25</sup> is found exclusively in Williams Shaving Creams: Williams Instant Lather, Williams Luxury Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Conn.



A POP-EYED PEDESTRIAN PASSES HIS FACE TO JUMP-TO-IT-OMETER BOX,

## TINY TRAFFIC TERROR

Safety device sends model automobiles leaping  
at Londoners to see how quickly they can duck



PEDESTRIAN'S-EYE VIEW SHOWS MODEL MG SPORTS CAR (LEFT) BEARING



## SCIENCE



WAITING TO BE RUSHED BY CAR WHICH WILL SWERVE TO AVOID STRAY DOG

London pedestrians, usually an unruffled breed, are courting by the thousand the scary sensation of being run down by automobiles. The stage for this chilling experience is a device called a Jump-to-it-ometer which is being used by a safety council to measure pedestrians' reaction to traffic. In the test a pedestrian puts his face close up to a box where four miniature cars face him at eye level. When one of them suddenly rushes at him, he instinctively leaps aside. To the discouragement of the council, Londoners are reacting true to type with a fatally nonchalant average of 8/10 second, instead of a lifesaving 5/10.



SUDDENLY DOWN UPON HIM. THE DOG EVIDENTLY GOT ACROSS SAFELY

CONTINUED ON NEXT PAGE

this  
man is  
watering  
his lawn...



with

**NOMA** *spray*

The Complete  
Underground  
Sprinkler  
System!



- Designed to Last a Lifetime!
- Comes Completely Assembled!
- Nothing to Put Together!
- Rust Proof, Rot Proof, Freeze Proof (at 50° below)
- Made of Lifetime Flexible Vinyl with Bronze Fittings!
- Covers over 750 Square ft. (3 Heads)!
- Add Units as Desired!
- Installs Underground Easily in Minutes!

HERE'S HOW  
EASY IT IS  
TO INSTALL  
NOMA SPRAY...



Extend Noma Spray over the area to be covered, attach to faucet or garden hose, turn on water.



Make incision in ground with spade... 5 inches deep... insert Noma Spray, adjust volume of spray with key... That's all!

**NOMA** *spray*

DIVISION OF NOMA LITES, Inc.  
World's Largest Manufacturer of  
Christmas Lighting Decorations

55 WEST 13th ST., NEW YORK 11, NEW YORK

MIAMI, FLORIDA  
1109-1137 N.W. 22nd ST.

TORONTO, CANADA, NOMA LITES  
CANADA LTD., 110 Wellington Street West

ST. JOSEPH, MO.  
409 North Third Street

AT HARDWARE,  
APPLIANCE,  
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NOMA *spray*

DEPT. N-1

DIVISION OF NOMA LITES, INC., 55 West 13th St., New York 11, N. Y.  
Please send folder on Noma Spray and name of nearest dealer.

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Home owner ☐ Builder ☐ Maintenance ☐



# Sore aching muscles

from weekend workout?

Here's quick relief!

• When unaccustomed exertion makes every muscle cry for help, reach for your Absorbine Jr. and rub it on.

So effectively does this famous treatment warm and soothe—you'll say it's "like a heat lamp in a bottle."

A stand-by for many trainers of top athletes for over 60 years, Absorbine Jr. gives safe, fast, long-lasting relief from pain at the point of application.

So let Absorbine Jr. soothe away that muscle pain.

Get a bottle of Absorbine Jr. today—wherever drugs are sold.

W. F. Young, Inc., Springfield, Mass.



## ABSORBINE JR.

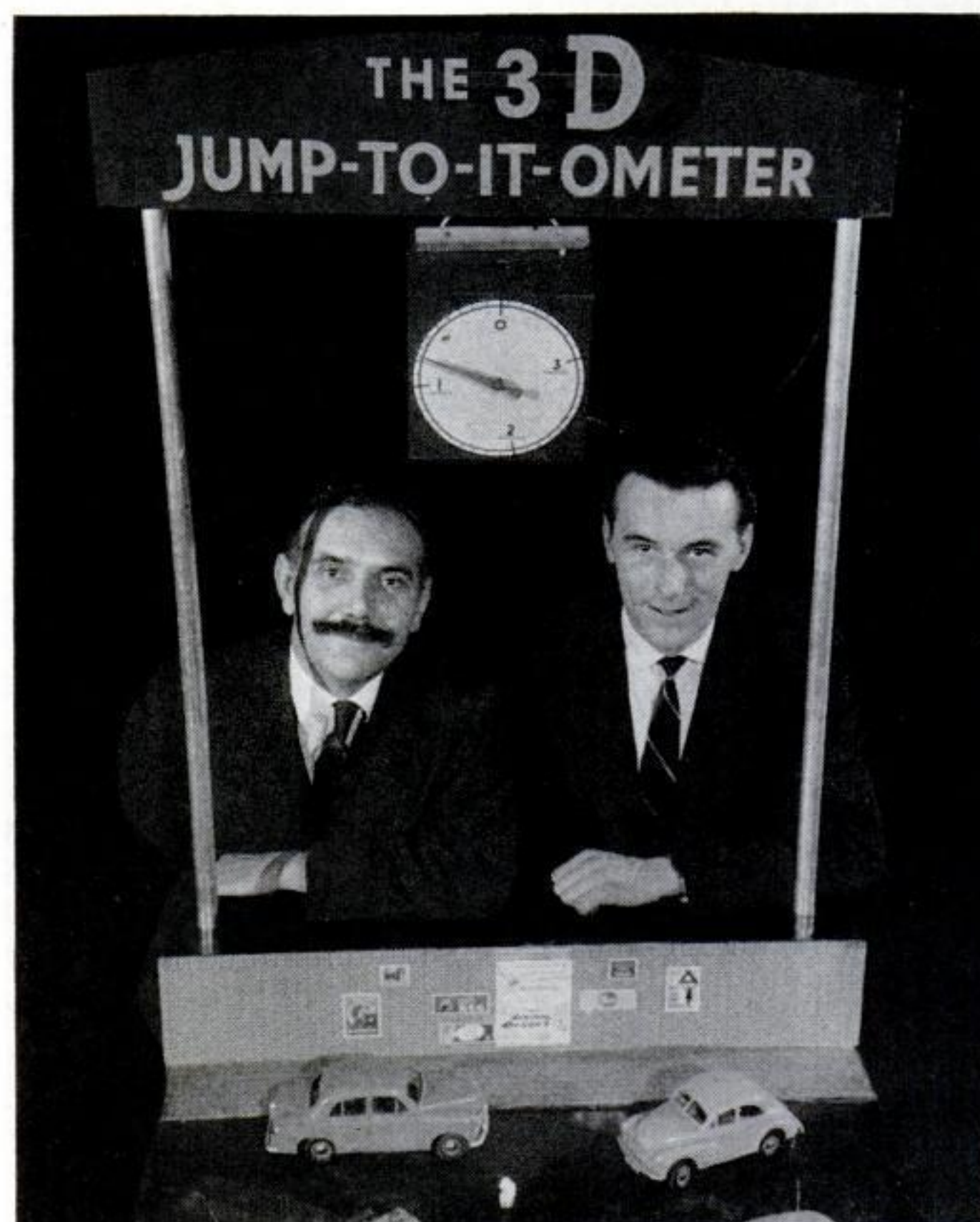
*The High Note of the Easter Season*

for 75 years

# PAAS

EASTER EGG COLORS  
and COMPLETE EASTER  
EGG DECORATING KITS

Tiny Traffic Terror CONTINUED



PROUD BUILDERS of Jump-to-it-ometer, Kenneth Morris (left) and Peter Walker, pose with their creation. Time clock measures four seconds in tenths.



A SLOW DODGE by pedestrian (left) takes 7/10 second, not fast enough for survival. Record was scored by circus ringmaster who hopped in 3/10 second.



For those who desire individuality



CUSTOM CONSTELLATION  
245 HORSEPOWER

*The medium-priced car that makes it smart to be different*

THE 1955 CLIPPER offers a distinctiveness . . . not confined by convention . . . unmatched by the commonplace. Here is a *smartness* that is *new* in its field . . . from sparkling exteriors to color-coordinated interiors. Two great V-8 engines, 225 and 245 horsepower, are the most powerful of all in this price class. There is Twin Ultramatic — the industry's most advanced automatic transmission — actually two in one . . . offering the driver a finger-tip selection of super-smooth starts or jet-like getaways.

Small wonder people with a desire for individuality so warmly welcome this car which sets both itself and its owner apart from the crowd. There's nothing uncertain in their approval . . . they are trying and buying the 1955 Clipper in unprecedented numbers. *One visit to your Packard dealer* will show you the reason for this tremendous reception and convince you the 1955 Clipper is the most individually distinctive car in the medium-price field. PACKARD DIVISION • STUDEBAKER-PACKARD CORPORATION

*The 1955*

*Clipper*

Built by Packard Craftsmen





# ALTOGETHER NEW

... a new way to make a cake

## INSTANT SWANS DOWN CAKE MIXES

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A product of General Foods

**Look!** Only **one** mixing step!

- Everything goes into the bowl all at once.
- Beat only once . . . and in  $\frac{1}{3}$  less time.
- Only Instant Swans Down Mixes mix in just one step . . . so simple you can't go wrong.

- The only mix with famous Swans Down Cake Flour, so you know how good every cake will taste.

It's "Swansational"

Copyrighted material





## *He comes to share the treasure...*

ON ITS OPEN SHELVES are stored the greatest riches in the world. The poorest citizen can come and help himself whenever he wishes. He can have all he wants.

Here is all the wisdom of all the other ages, waiting for us to add it to our own. Here are the great romances, the great adventures. Here, for our future guidance, are recorded the errors, the greed, and the ignorance which led to the horrible wars.

In their own special places are the facts of medicine, science and engineering that great minds contained, and have passed on to us through ink and type and good white paper.

We can go to this treasure house and withdraw love and laughter, mystery and melodrama, whenever we feel in the mood. We can explore in minute detail the lives of great men, and observe the whys and the wherefores and the routes of their greatness.

And who is in charge of these treasures? A policeman? An armed guard? No, it's usually a helpful, attractive lady called a

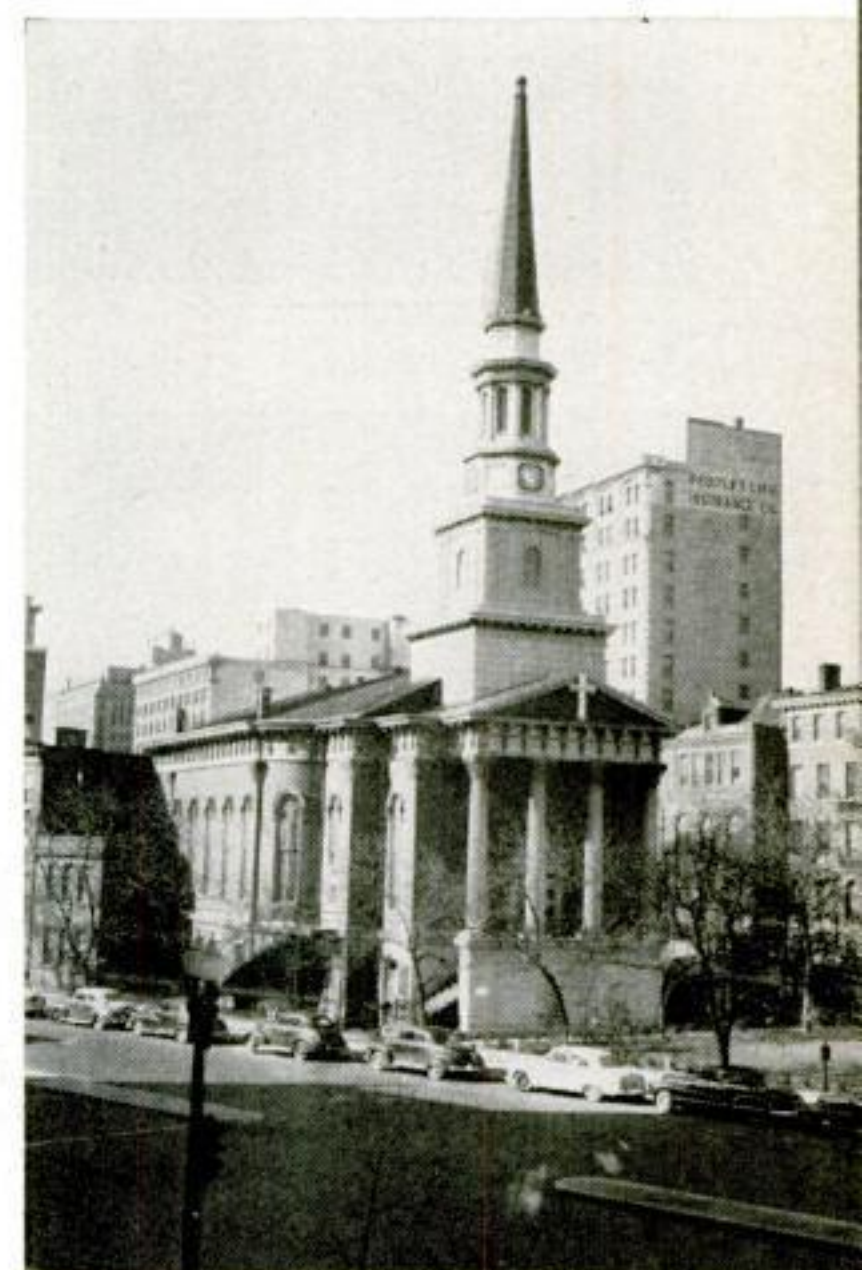
librarian. All she would know about police work is that there are excellent manuals on the subject in Section II, shelf 8. Year after year she carefully guides us up through Grimm's Fairy Tales, Huck Finn, Hemingway, and The Care and Feeding of Infants—where the cycle starts all over again with *that* particular infant.

It has often been said that *informed* people are *free* people... are slow to panic, difficult to fool and enslave. So it is good to know that this year Americans are thoughtfully turning the pages of 350,000,000 books drawn from public libraries alone. Each goes out from its little niche in the treasure house... leaves its imprint on a free mind... and returns to its niche, ready for the next American who wants to *know*. So long as this goes on we can feel more sure of the strength, and the wisdom, and the freedom of America.

*John Hancock*

MUTUAL LIFE INSURANCE COMPANY  
BOSTON, MASSACHUSETTS





**LAST POST** for Dr. Peter Marshall was the pastorate of the old New York Avenue Presbyterian Church in Washington, D.C., called "the church of Abraham Lincoln."

**LAST SERMON** of season in spring of 1948 left Marshall worn out. He had already suffered a heart attack during a Washington sermon in 1946, but refused to retire.

## A FULL, RELIGIOUS LIFE

**Film version of 'Man Called Peter' recalls great preacher's career**

Peter Marshall, chaplain of the U.S. Senate, was not a man to spare himself in the service of God. Several months after a photographer caught the picture of him above sitting exhausted after having disobeyed his doctor and delivered one of his strenuous sermons, Dr. Marshall died. Yet thanks to a devoted wife's energy, Dr. Marshall's pungent, evangelistic messages have reached far more people since his death than they ever did during his lifetime.

Mrs. Marshall's biography, *A Man Called Peter*, sold more than a million copies and was a top best seller. Now it is to be released, in a sentimental though creditably artistic form, as a movie which will certainly be even more successful. It will owe no thanks, however, to some ads by 20th Century-Fox ("He was a lovin' kind of guy. . . . He was God's kind of guy") that set something of a record for plain bad taste and skirted close to blasphemy.



**DR. MARSHALL'S DEATH**, which came suddenly from a heart attack Jan. 25, 1949, is announced in movie *A Man Called Peter* by Washington newsboy.





*So eye-appealing...  
your seams are always straight*



*So beautiful...  
no sagging when your legs twist*



*So satisfying...  
no wrinkles though your ankles bend*



*So smooth...  
self-conforming heels hug yours*



*So comfortable...  
there is no garter strain ever*



*So glamorous...  
never lose their shape as you move*

*No matter how you sit or move*

## ADD GLAMOUR TO YOUR LEGS

New Bur-Mil Cameo SHAPE-2-U—the stockings that stretch to fit you perfectly from toe to garter! They look better and feel more comfortable than any stockings you've ever worn.

3 sizes, one perfect for you. 2 styles: Dress and Dutyfull sheers. Only \$1.95 a pair.

BUR-MIL Cameo  
**SHAPE-2-U**

*sheer nylon stretch stockings...*



*they fit you better than your own skin*

AVAILABLE IN CANADA THROUGH BURLINGTON MILLS CORP. OF CANADA, LTD. \* PATENT APPLICATIONS FOR THIS PRODUCT AND ITS METHOD OF MANUFACTURE HAVE BEEN MADE IN THE U. S. PATENT OFFICE AND THE PATENT OFFICES OF PRINCIPAL FOREIGN COUNTRIES.

Full, Religious Life CONTINUED

## FILM ECHOES PETER'S WARM, REVERENT LIFE



**GREETING FLOCK**, young Marshall of film, played by Richard Todd, greets Atlanta congregation. Real-life Marshall (right) shakes hands after sermon in Neosho, Mo., at a religious mission a few weeks before he died.

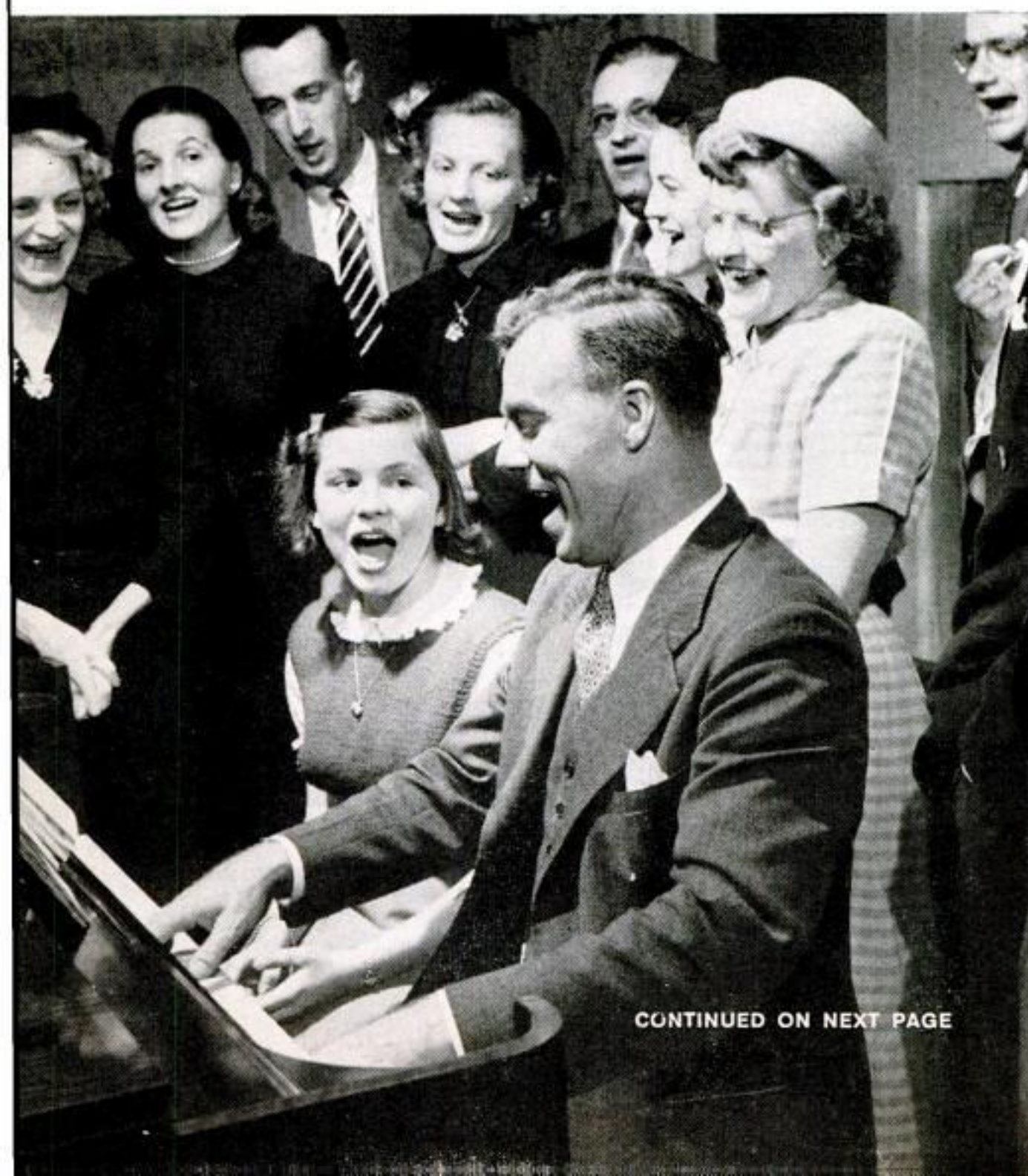


**SINGING WITH FRIENDS**, movie Marshall (above) runs a servicemen's canteen in Washington during World War II. At right, Dr. Marshall entertains during stay at Neosho with Scottish ballads and popular songs.





**COMFORTING CHILDREN**, Marshall (*left*) talked to small member of his flock after moment of exhaustion on preceding page. In film he reassures son Peter John that convalescing Mrs. Marshall will like his new dog.



CONTINUED ON NEXT PAGE

a NEW KIND of  
deodorant!



ban lotion  
deodorant  
rolls on

**More effective than creams!**  
**Easier to apply than sprays!\***

This is BAN—the new lotion deodorant that *rolls* on with a revolving marble built into the bottle top. BAN automatically applies just the right amount of pleasing lotion to check perspiration moisture . . . stop odor for a *full* 24 hours. Get new BAN today —98¢ wherever fine toiletries are sold.

- no drip—no waste—no messy fingers
- safe for normal skin
- protects round the clock
- keeps underarms dry for hours
- can be applied even after shaving
- won't stain clothes

Deodorant } —all rolled into one  
Anti-perspirant } —that's **ban**  
Pleasing lotion }

*A Product of Bristol-Myers*



*\*In a recent survey against the leading cream and spray deodorants, 7 out of 10 prefer BAN.*



## FROM SCOTLAND TO THE SENATE



**SCOTTISH WORKER** as a youth, real-life Peter wore a kilt on day off as a scoutmaster. His call to the ministry, which came as he was saved from falling into quarry on foggy night by tripping over root, is depicted in film.



**WASHINGTON PREACHER**, Marshall gained national fame for directness. In film, premonition causes him to scrap prepared sermon at Annapolis and deliver one on death. Unknown to him, Japs had just attacked Pearl Harbor.



**SENATE CHAPLAIN** (here with the late Senator Vandenberg) Marshall was chosen over the protests of Democrats. In the film he gives spiritual comfort to a senator who is considering vote against his political bosses back home.

[CONTINUED ON PAGE 120](#)

# Your hair won't go wild when it's washed with Halo!



Have lustrous, sparkling  
easy-to-manage hair  
right after shampooing!

When you "just can't do anything" with your hair, use Halo! Whether it's dry, oily, or normal, your hair will be softer, springier, look pretty as a picture—*right after shampooing!*

■ The secret is Halo's exclusive ingredient that leaves hair silkier, faster to set, easier to comb and manage. What's more, Halo's own special glorifier whisks away loose dandruff . . . removes the dullness that hides the natural beauty of your hair . . . lets it shine with *far brighter* sparkle! So, when your hair is hard to manage or simply won't "stay put" . . . you'll find it just loves to behave after a Halo Shampoo!

*Halo*  
the shampoo  
that glorifies  
your hair!

for dry, oily, normal hair



**IF YOU SUFFER  
PAIN**  
of  
**HEADACHE  
NEURITIS  
NEURALGIA**  
get  
**FAST  
RELIEF** with

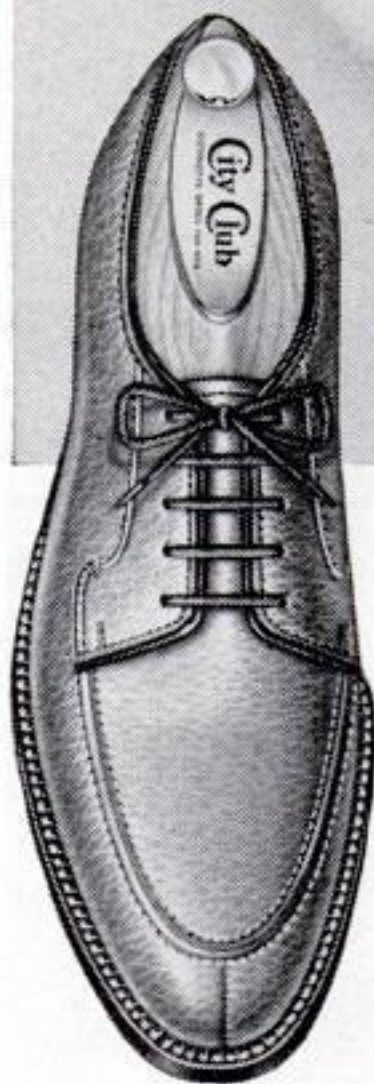
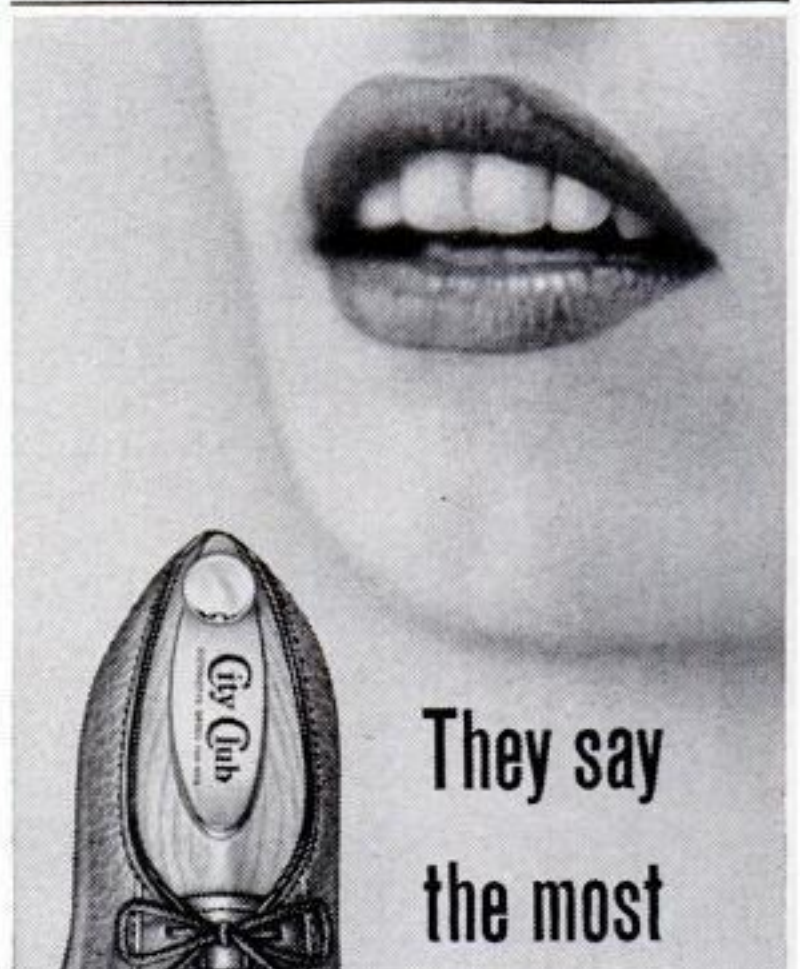


the way thousands of  
physicians and dentists recommend.

**HERE'S WHY . . .** Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

**NEW MINTS** Medically Proven  
**Quickly RID STOMACH**  
**of GAS**

The very instant they reach your stomach these new mints go to work—rid your stomach of painful excess acid fast! That's because new BiSoDoL® Mints contain incredibly fast BiSoDoL medication—the kind doctors recommend. Don't suffer acid indigestion, heartburn, gas. And don't rely on candy-counter remedies that are over half plain sugar! Feel wonderful fast with new, medically-proven BiSoDoL Mints!



They say  
the most  
flattering  
things about  
the man  
who wears

**City Club**  
by Peters . . . distinctive shoes for men

For priceless comfort from the first step forward, for quality usually associated with much higher price, slip into a pair of new City Club Shoes today! Ask to see No. 87582. \$17.95.\*  
\*Higher in the West Peters Shoe Company, St. Louis 3, Mo.



# Action story: Warner's A'Lure Bra

as elastic as the life you lead!

*The new bra that stretches all around to fit every moment of everything you do!*

It's a fabulous, give-and-take life you lead: give the kids their lunch, take off for a round of golf. Frankly, we don't know how you fit in all your activities—and stay so pretty. But we know what fits *you*—to a tea, to a tennis match, to a boss-for-dinner dinner: Warner's A'Lure,\* the bra that's all buoyancy, that adjusts to how you really *live*—that *gives* what it

takes every busy second of the day.

Warner's A'Lure, the bra that breathes, stretches *all around you* in a completely elastic circle. Ends cutting, binding, riding, so you'll never be bra-beaten again.

Lovely leeway, too—even if you're an "in-between" size, you'll feel A'Lure's *custom-elasticized* just for you. All this is light as a breeze,

pretty as a baby's smile, and made the wonderful Warner's way. A whole collection — strapless and long-line, too. Get A'Lure in a trim new package, at your nicest store.

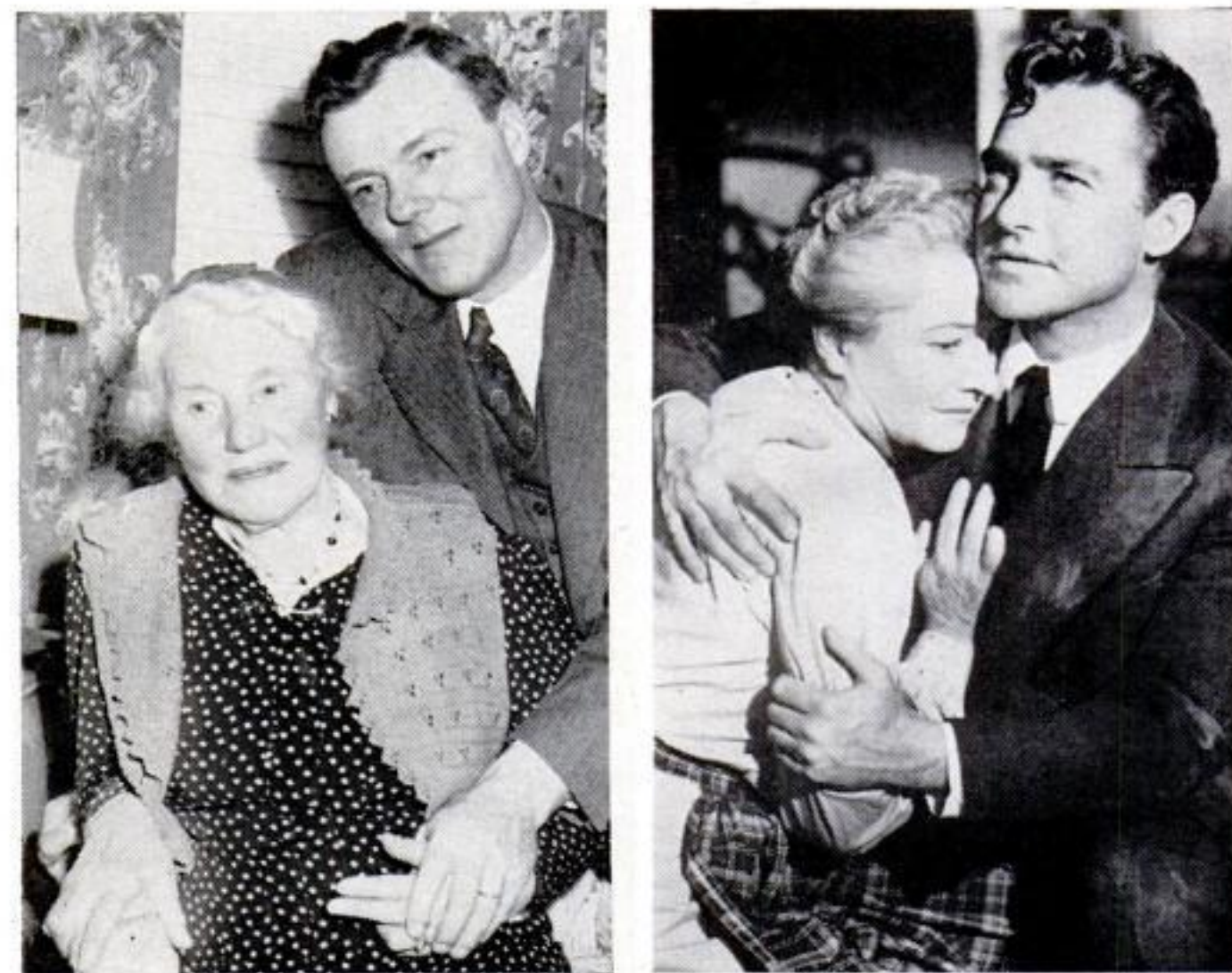
**WARNER'S**  
\*REG. U. S. PAT. OFF.  
Bras • Girdles • Corselettes

#1045. Warner's A'Lure in lighthearted nylon and satiny elastic. \$3.95.





## THE MINISTER AS FAMILY MAN



**MINISTER'S MOTHER**, Mrs. Janet Muir Marshall Findlay, came to Washington from Scotland for a visit and Mother's Day picture (left) in 1948. In the film, Peter Marshall's mother (Jill Esmond) hears him tell her that God had just revealed to him that he must preach, and must go to America to do it.



**MINISTER'S FAMILY**, Catherine Marshall, Peter and son Peter John sit around in Washington, D.C. home in 1948 (top picture). In film, Catherine (Jean Peters, bottom picture) welcomes young Peter's new puppy as she recovers from long siege of tuberculosis suffered in real life as in movie.

the  
**New Look**  
with the new lift—  
with  
*Tura*  
eyewear.

Ask for Tura's "New Look"—the frame that makes all others old fashioned—in charcoal grey, one of 15 new fashion colors, in Tura's exclusive featherlight metal.

All "New Look" frames registered by TURA, Inc., 642 Fifth Ave., N. Y. 19

## Sleep SOUND tonight!...

When you have trouble getting to sleep the discovery of the new safe sleeping tablet SLEEP-EZE can be a blessing to you. This new miracle tablet brings sleep quickly and safely and lets you sleep like a baby without nervous tossing, turning and waking up during the night. Best of all, you awaken amazingly rested, refreshed and feeling like a million dollars. SLEEP-EZE tablets are non-habit forming and so safe that they can be purchased at your neighborhood drug store without prescription. Over 30,000,000 SLEEP-EZE Tablets have been sold. Insist on genuine SLEEP-EZE, as only SLEEP-EZE tablets give you double your money back if you don't enjoy the most peaceful and restful sleep of your life. For a generous free trial of SLEEP-EZE® tablets, send post card or letter to Sleep-Eze Company, 1067 E. Anaheim Blvd., Long Beach, Calif.



*Shoes Shine*  
**EXTRA EASY** with  
**CAVALIER**  
Shoe Dressings

Ask your Shoe Man... He knows Best

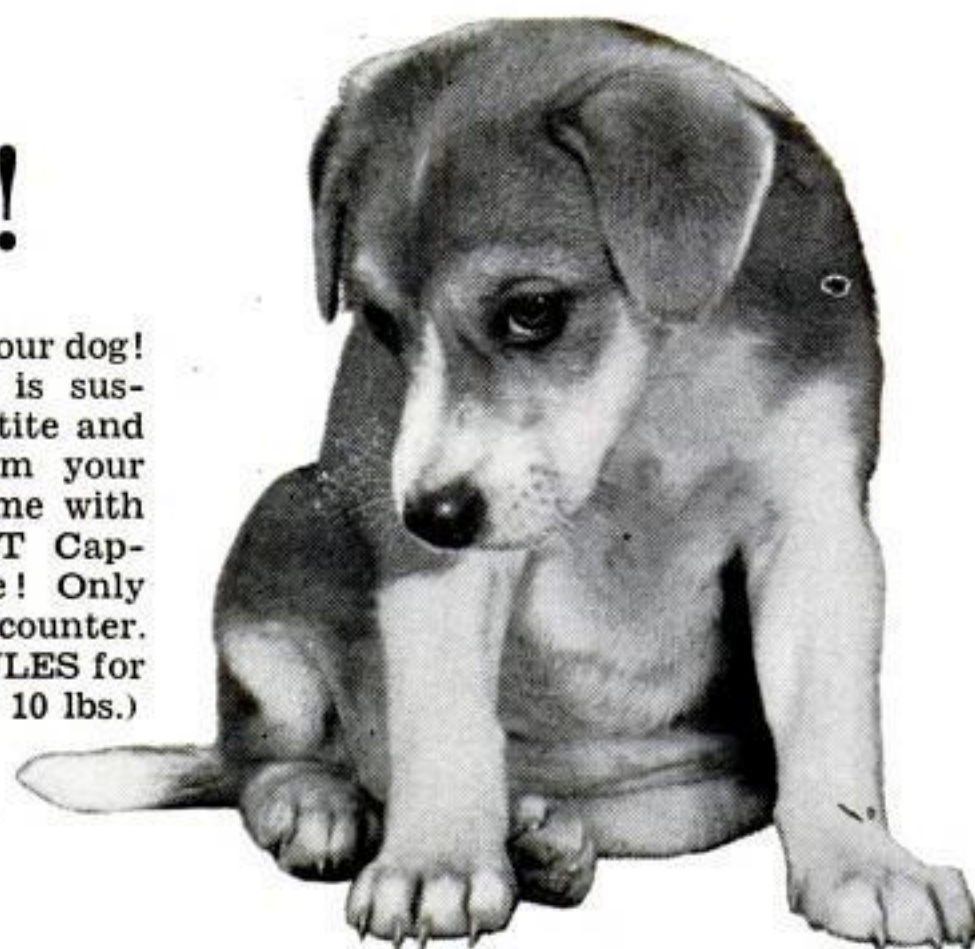


"The grass is greener on my side"  
says Rise Stevens,  
"I use **WONDERLAWN**"  
grass seed

FOR EASIER LAWN CARE, DO IT YOURSELF with **WONDERLAWN**

## Stop worms!

Don't neglect worms in your dog! Suspect them if there is sustained loss of pep, appetite and good appearance. Worm your dog twice a year at home with Sergeant's SURE SHOT Capsules—safe, simple, sure! Only 75¢ at any drug or pet counter. (Ask for PUPPY CAPSULES for puppies and dogs under 10 lbs.)



### Sergeant's® SURE SHOT Capsules

After worming, build his strength with Sergeant's VITAPET Capsules. They supply needed quantities of vitamins... guard against disease. As important during good health as in illness. Only 75¢.



How to avoid dry, unruly "orang-utan hair"



## New greaseless way to keep your hair neat all day

### New Vitalis with V-7 prevents dryness, makes hair easy to manage

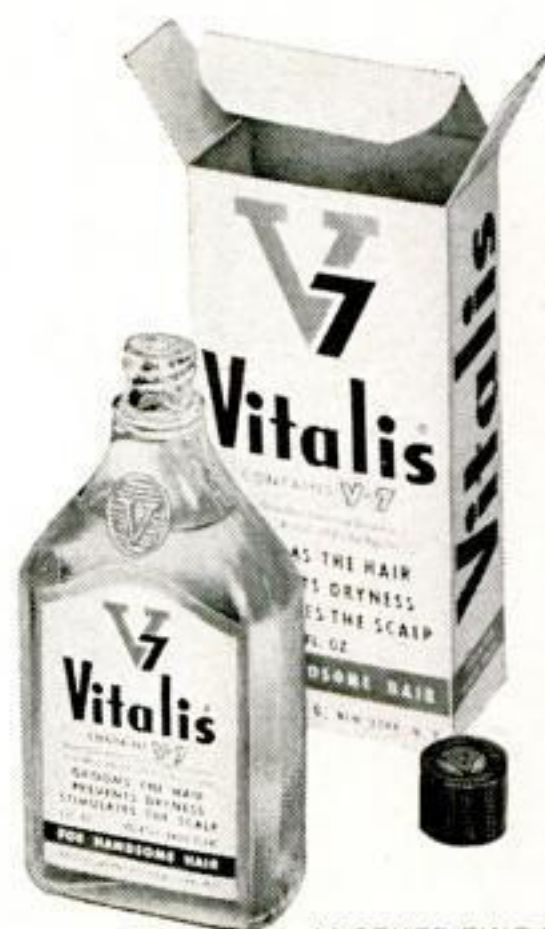
If you dislike over-oily hair tonics, here's good news. New Vitalis keeps hair in place with V-7, the *greaseless* grooming discovery.

You can use Vitalis as often as you like—even every day—yet never have an over-slick, plastered-down look.

What's more, it gives you wonderful protection from dry hair and scalp. And tests show it kills on contact germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can.

Try new Vitalis with V-7. You'll *like* it.

**New VITALIS® Hair Tonic with V-7®**



ANOTHER FINE PRODUCT OF BRISTOL-MYERS

NEW VITALIS



MESSY OILS



### "TISSUE TEST" proves greaseless Vitalis outdates messy oils

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!



# Munsingwear

An utterly feminine creation in an utterly fabulous fabric—dacron and nylon. Beautiful pleated bodice promises you the fit of your life that will stay with you—always!

#275. Short, regular, tall, 32-42, \$6.95  
44-46, \$7.95



You'll love the feel of the shaped waistline in this nylon slip with its breathless touches of bodice lace—that wonderful feeling of fit, so smooth under your nipped-in dresses.

#268. Sizes 32-40, \$4.95



Surprise extra—a shadow panel flows down the front. Wear it with your sheerest dresses and forget “show-through!”

#265. Sizes 32-42, \$5.95  
44-46, \$6.95



Hip-smooth half-slip, your twin to featured slip #275. In dacron-nylon, a swish of pleating at the hem.

#218. S, M, L, \$4.95  
EXTRA LARGE \$5.50

A wonderful feeling of fit suddenly is yours the moment a Munsingwear Slip caresses your body—smoothing and flowing, blending with your every curve and motion. You were made for each other—literally! Munsingwear's exclusive 4-Feature Fit, with the resilient wonder of nylon that is knit, assures perfect fit in bust, waist, hips, length! Remember: slips are beautiful only if they fit—and Munsingwear slips fit *beautifully!*





# *designs* S *lips*

*with that wonderful feeling of fit!*



A princess-line nylon wonder! The cascade of lace hugs you smoothly with nary a wrinkle. Heavenly straps peek prettily under your sheer blouses.

#256. Sizes 32-38, \$6.95

Put yourself in beautiful surroundings with this dacron-nylon slip that is a pleasure to behold! Lush bodice pleating adjusts to just your size for perfectly wonderful fit.

#261. Sizes 32-42, \$8.95

A splendorous nylon slip proudly displaying pleated lace in alternate rows with tricot. A new, incredibly lovely combination that assures you perfect bodice fit forever!

#278. Sizes 32-40, \$10.95

Nylon bra-top slip designed with the sleekest fit in the world . . . from the perfect bra-sized cups, streamlined waist and hips, to the length just right for you!

#250. A, B, C cups, sizes 32-38, \$12.95

**M**unsingwear's beautiful knit slips give you perfect

*4-Feature Fit... 1. Bust 2. Waist 3. Hips 4. Length*



Write Munsingwear, Inc., Minneapolis, Minnesota for the stores nearest you. • Nylon Stockings • Lingerie • Foundettes® • Vi-bra®



# EDDIE'S CARDINALS MAY BE



**THE BOSS TALKS** and First Baseman Joe Cunningham gets some instruction from Manager Eddie Stanky on base running. Stanky tries to mold players to his

own image—aggressive, hard-boiled and always looking for an edge. He is continually taking them aside for face-to-face talks on the virtues of opportunism.



# A SLEEPER

**The new, milder Stanky  
is given another chance**

People who saw the St. Louis Cardinals play last year got the feeling they were watching a high-powered boat that was full of leaks. It surged ahead full steam—outhitting, outrunning and outscoring everything in sight—and wound up in sixth place, sunk by poor pitching and faulty fielding. A month ago Manager Ed Stanky pulled the Cardinals into St. Petersburg, Fla. for repairs that would determine whether the team made its big run for the National League pennant this year.

The parts Stanky needed for refitting were rolling off a baseball assembly line that looked like the fabulous Cardinal farm system of old. The fanciest rookie third baseman to hit any spring camp in decades, 23-year-old Ken Boyer, was being installed in the infield to plug one leak. A rookie who led the Pacific Coast League in hitting last year and another that led the International League were being tested for the outfield. If either of them fit, the great Stan Musial can be pulled in to play first base and fill another hole.

Stanky, who was being given another chance to prove himself as manager, acted like a man trying to be in three places at once. He worked in the pit, demonstrating belly slides. He lectured on delayed steals and leads while keeping an eye on a young catcher taking batting practice at the far end of the field. But most of all he stood with arms folded and lips pursed studying pitchers.

Last season the Cardinals lost 22 games in the last two innings for lack of relief pitching, and Stanky had to trade off hitting strength to stock his bull pen. As the club got ready to work north, Manager Stanky felt that he had the best young team in baseball ready to roll—and if he can only keep himself from getting out of hand (*pp. 130, 133*), it probably will.

**LOOSENING LEGS**, the base-stealing Cardinals get in shape for season with wind-sprints in outfield.



**LIMBERING ARMS**, Rookie Outfielder Bill Virdon swings three bats before taking cuts at the plate. Last

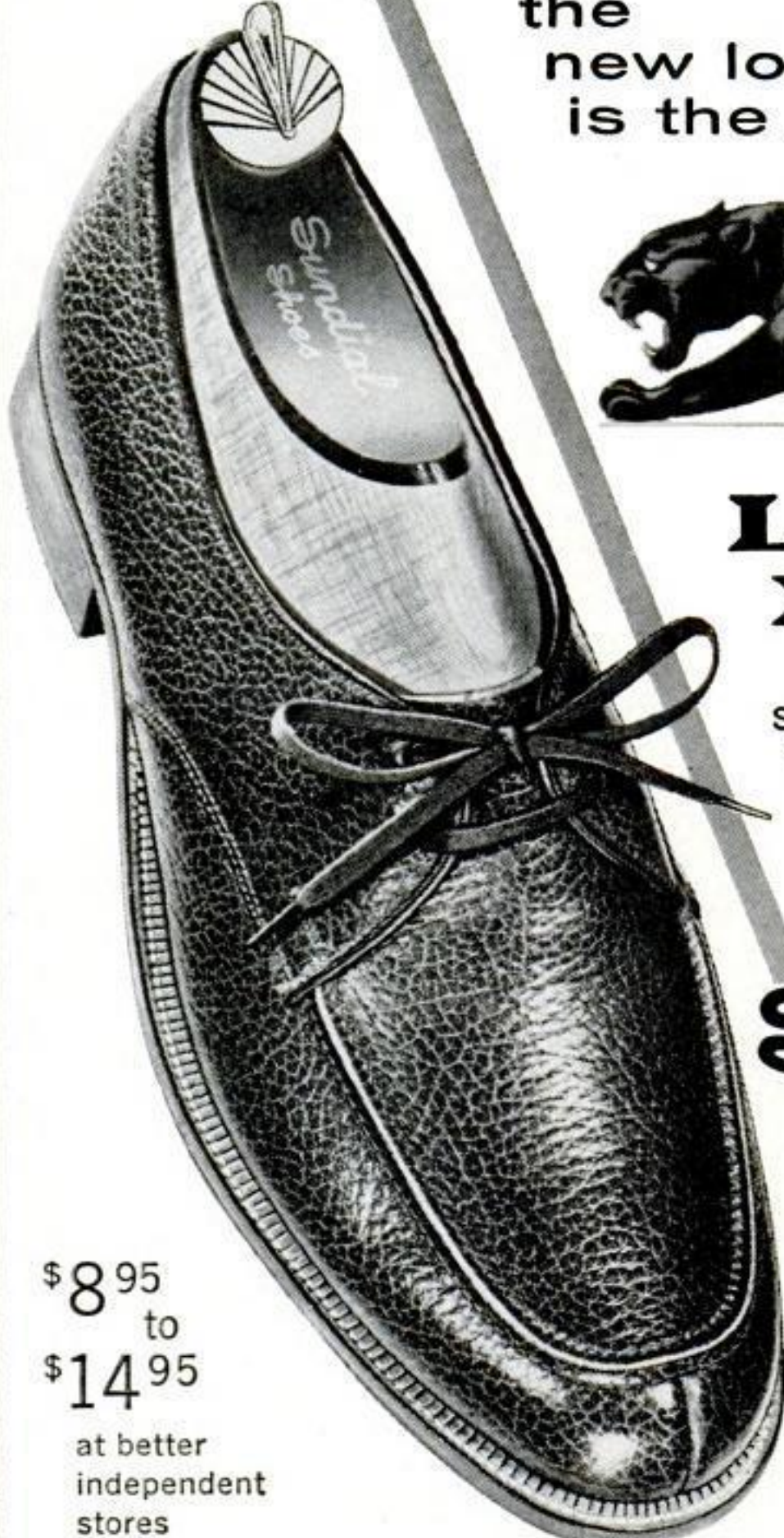
season at Rochester he led league in hitting with .333 and is considered a better fielder than hitter.



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the  
new look  
is the...



**Low Look**

Smart as a whip... comfortable as a slipper... Sundial's new "Low Look" in mellow softee grain, hand edged with French cording.

**Sundial**  
Shoes for men

Sundials for women and children, too

Division of  
International  
Shoe Company  
Manchester,  
New Hampshire

\$8.95  
to  
\$14.95  
at better  
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Enjoy *Spring Fever* all year 'round  
with Aluminum  
Folding Chaise Lounge by **Lawnlite**  
REG. U.S. PAT. OFF.

You'll find your family and friends "signing up" for a chance to relax in this comfortable folding chaise lounge, made by Lawnlite Company of Miami, Fla.

Durable, comfortable—adjusts to three relaxing positions. For easy storing it folds in a jiffy to spacesaving size. Because it's made of strong weather-resisting Alcoa® Aluminum, it can be left outdoors any time. Because it's only a "featherweight", it can be easily carried from porch to patio or "rec" room. Webbing of Firestone Velon WetherWeb, a Lawnlite exclusive, in wide range of tropical colors.



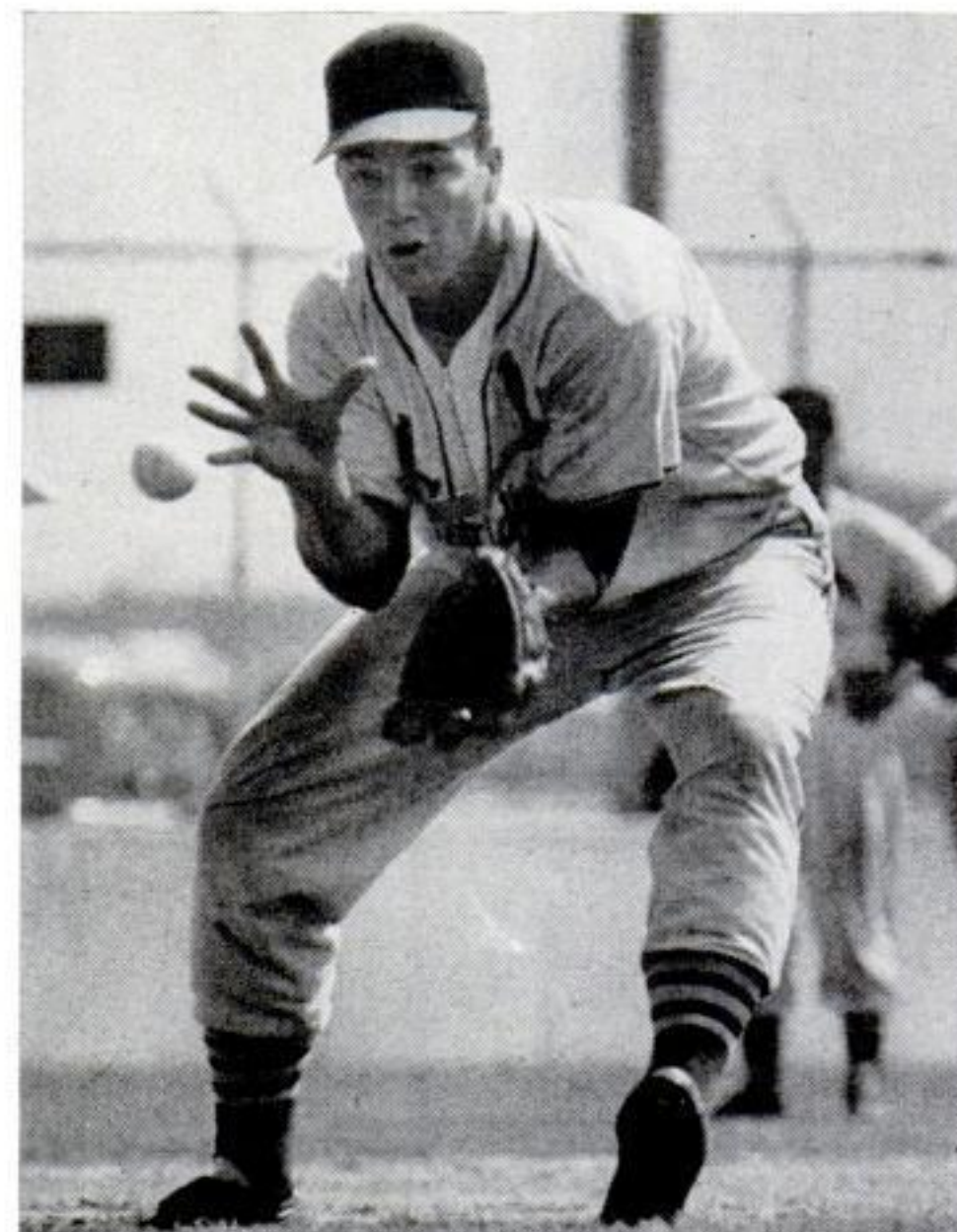
Guaranteed by  
Good Housekeeping  
if not as advertised within

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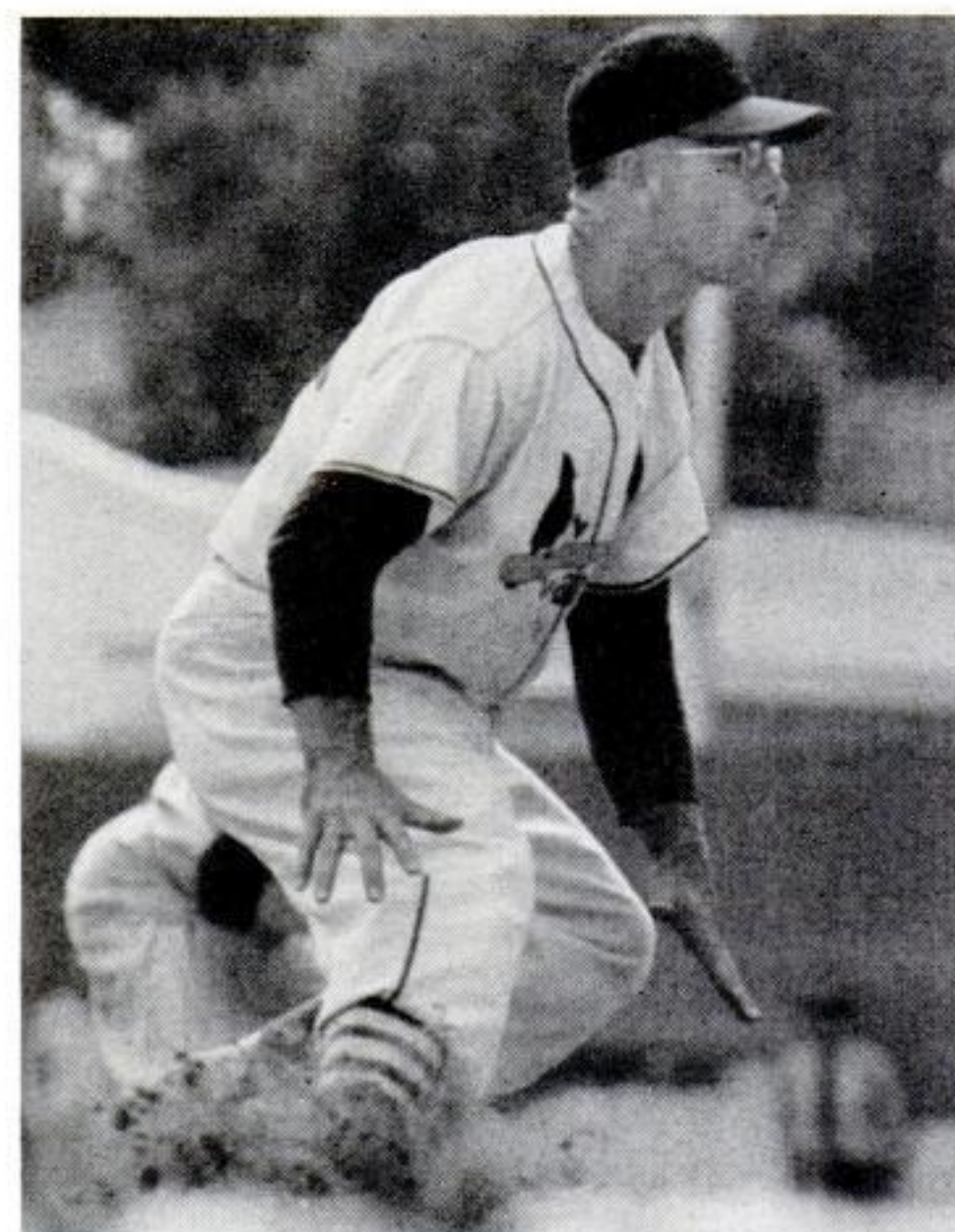
a user of  
**ALCOA**  
**ALUMINUM**  
ALUMINUM COMPANY OF AMERICA

Send post card to Lawnlite Company, 2400 N.W. 75th Street, Miami, Florida, for name of nearby dealer featuring this appealing dual-use furniture.

## CARDINALS CONTINUED



**PRIZE CATCH** among rookies, Ken Boyer grabs for hot grounder at third base. Besides being brilliant in field, he recently made six straight hits, including home run.



**ALERT BASE-RUNNER** Harry Elliott, vying with Bill Virdon (below) for outfield berth, scampers safely back to bag. He was 1954 Pacific Coast batting champion.



**ENERGETIC BOSS** Ed Stanky dives back to bag showing Boyer and Virdon how to do it. Headfirst slide, he said, provides smaller target to tag and is faster.



# SOME SPRY ROOKIES COULD BE THE SPARK



**LEARNING TO LEAD** off base, Virdon matches his stride with Stanky's as Outfielder Rip Repulski looks on. Stanky's emphasis on leads and alertness on the base paths helped boost the Cardinals' run production last season.



**APT STUDENT** Virdon puts Stanky's teaching into practice during a game, belly-whopping safely back to first base as pitcher attempts to pick him off.

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*Worth Hunting for!*

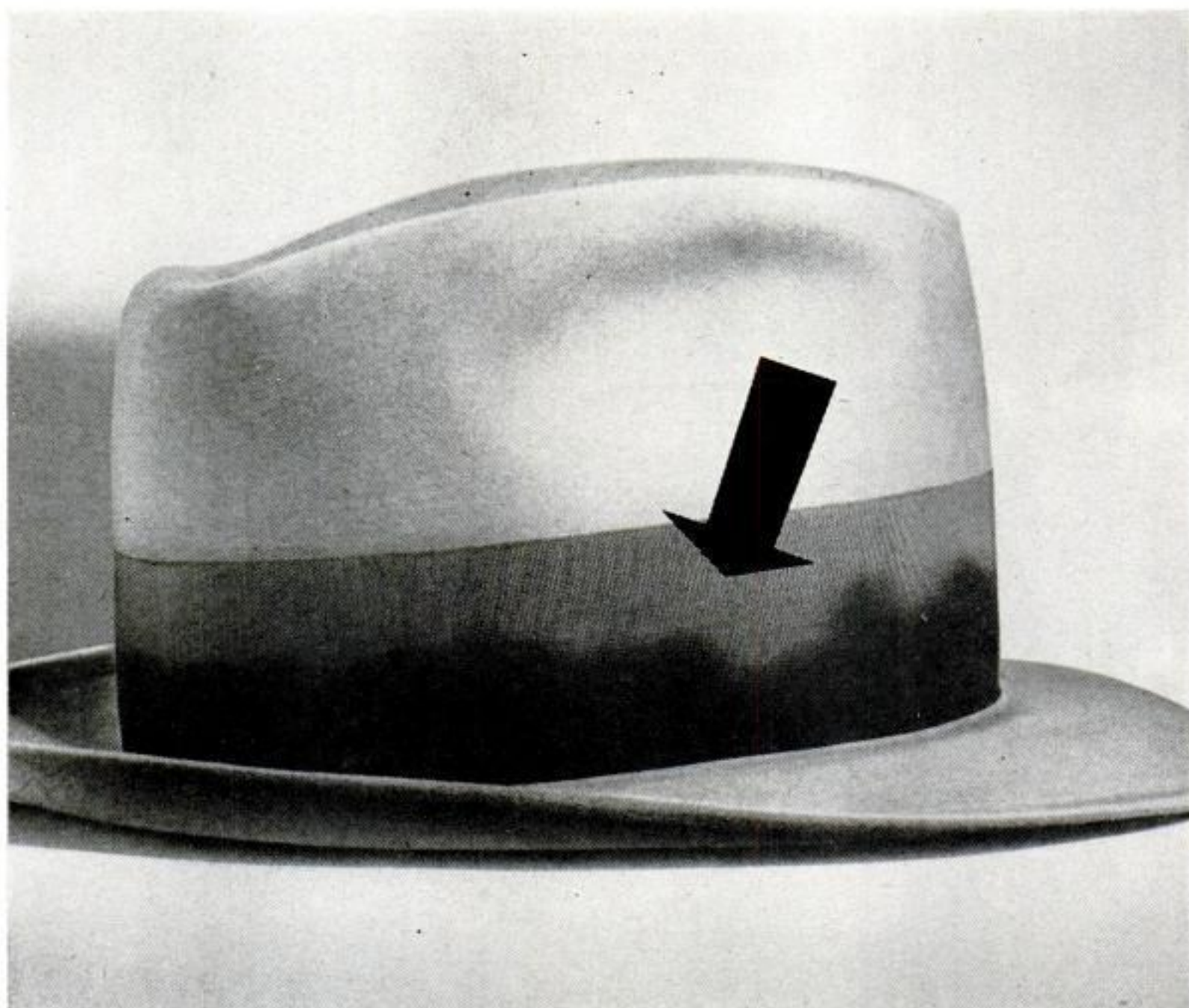
Hunt as far and as long as you will, you won't find a Scotch Whisky to match Black & White. Its quality and character never change!



**"BLACK & WHITE"**  
*The Scotch with Character*

BLENDING SCOTCH WHISKY 86.8 PROOF  
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS





Wives: Make him a gift of this amazing new hair preparation that *ends* this problem!

## Revolutionary new hair dressing won't grease-stain your hat!

**Keeps hair *naturally* neat all day—no "slicked-down" look—and leaves no oily stain!**

● Hair experts said it couldn't be done! *But now, 30 years of laboratory experience have done it!*

Thanks to a new formula, this revolutionary new hair dressing, Beau Kreml, does NOT leave harmful, hard-to-get-out oil stains on upholstery, pillow slips, hats—and it keeps hair natural-looking and in place from morning till night.

### Two special ingredients!

New Beau Kreml contains an ingredient similar to the natural protective agents in your own hair. Called KR-9, this first special ingredient never lets your hair look greasy, sticky, or shiny!

The second special ingredient has a remarkable "spreading action." New Beau Kreml goes on in a second and works evenly through your hair—even when wet—with no need for

time-taking massage to get it thoroughly distributed. It makes hair instantly *manageable* . . . keeps all but the most wiry hair in place! New Beau Kreml also relieves dryness in hair and scalp.

### Extra easy to wash out, too!

No special lathering is needed. Because new Beau Kreml is water-soluble, it also rinses off your hands and off your comb under plain tap water.

Enjoy new Beau Kreml's wonderful hair control and freedom from those everlasting oily stains. Long-lasting bottle—only 69¢.



"Keeps hair naturally controlled," says John Steffes, of Grand Rapids, Mich. And new Beau Kreml will not leave oily stains on precious fabrics. Get the new Beau Kreml today . . . only 69¢!

### FOR DANDRUFF, ITCHY SCALP

Use *regular* Kreml Hair Tonic, in the famous yellow carton. *New* anti-septic ingredients *kill on contact* the scalp parasites commonly believed to be a cause of excessive dandruff.

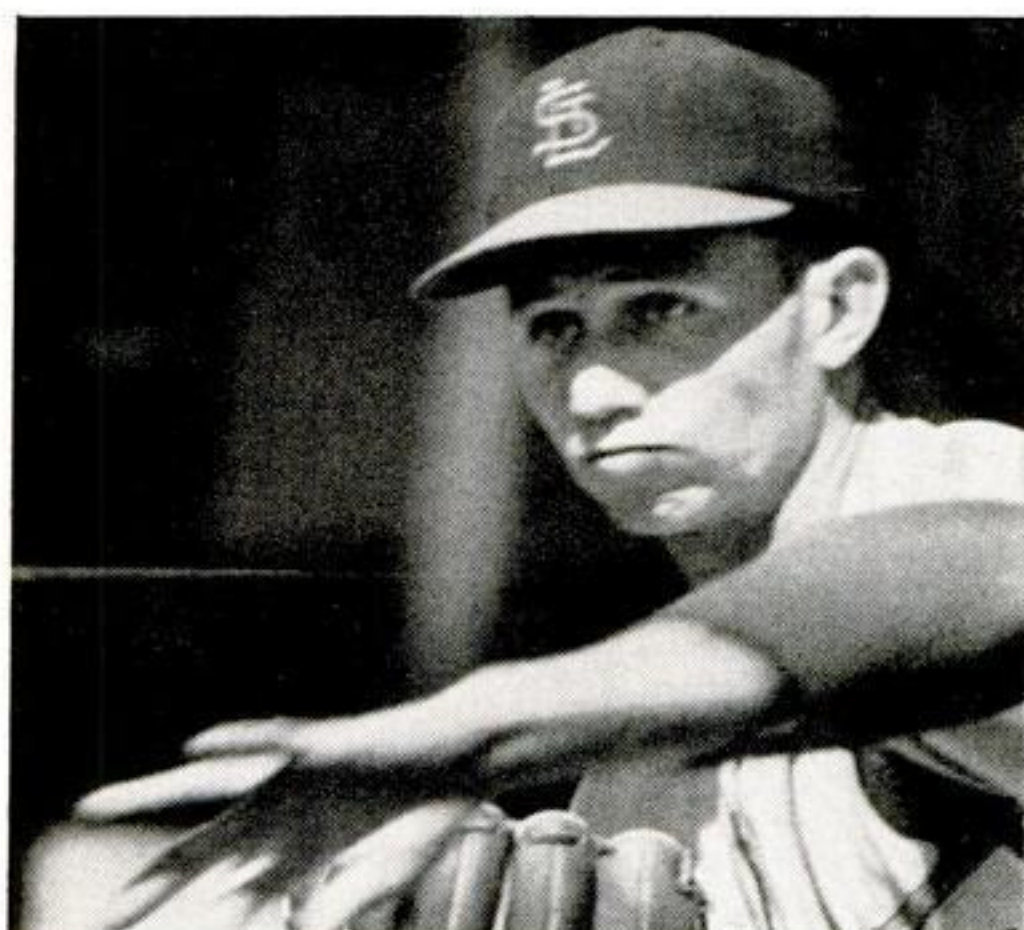
***regular* KREML HAIR TONIC**



**THE THIN MAN**, 6-foot 3-inch Frank Smith, whips ball side-arm. Stanky's chief hope for revitalizing Cardinal bullpen, he came from Cincinnati where last season he was sent in to protect leads 28 times, succeeded in all but eight.



## SEASONED VETERANS SUPPLY THE BALANCE



**ARTFUL SOUTHPAW** Harvey Haddix, mainstay of the shaky Cardinal pitching staff, works out. He won 18 games last season despite a leg injury which hurt his delivery.



**THE BIG GUY**, Stan Musial, who makes \$80,000 a year and earns it, sweats into shape. He has been working with first baseman's mitt just in case he plays there this season.



**THE BULL**, Brooks Lawrence, grimaces as he bears down on pitch. He came up late last season from Columbus, Ohio, quickly earned starting berth, won 13 and lost 6.

CONTINUED ON NEXT PAGE



brand new  
and self-storing too!

## KANGAROO

AMERICA'S ONLY  
ALUMINUM COMBINATION DOOR  
WITH ITS OWN  
SELF-STORAGE COMPARTMENT

At last, a door that converts INSTANTLY from screen to storm! Screen or storm panels are stored in a handy compartment inside the kick-plate, always ready for immediate use! It's America's most beautiful aluminum door! Easily installed by any handyman...comes complete with all hardware.



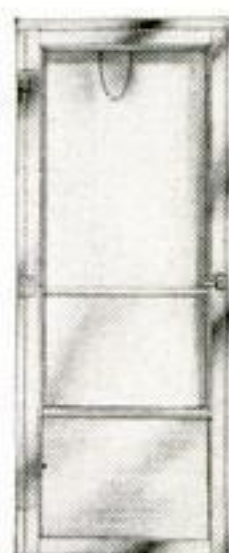
AS PRESENTED BY STEVE ALLEN ON TONIGHT NBC-TV



**the weather-proof co.**

CLEVELAND 3, OHIO

WEATHER-PROOF PRODUCTS SOLD ONLY AT LUMBER & HARDWARE DEALERS

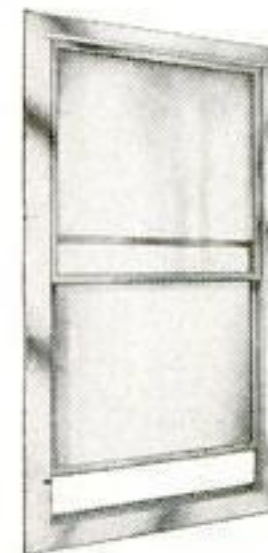


### DUO-DOR

Aluminum Combination Door. Highest quality at a low, low price. Complete with all hardware, only

**\$39.95**

any standard size. Install it yourself!



### DUO-MATIC

Extruded Aluminum 3-Track Combination Windows.

**\$15.95**

for opening sizes thru 29" x 55" double-hung windows. Other sizes slightly higher. Install them yourself!





...and  
only  
by

**Shields**  
FIFTH AVENUE

Famed Shields creates a jewelry idea dedicated to the American man! Introducing "Sun Valley"—a handsome series of richly-crafted designs set in ebon-black shadow boxes. And they're all distinctively packaged in luxurious Crompton velvet gift boxes!

At fine stores everywhere, or write: SHIELDS INC., Shields Bldg., 302 Fifth Ave., N. Y.

**Here's a toothpaste  
for people who can't  
brush after every meal**



**ONE Gleem brushing  
destroys most decay- and  
odor-causing bacteria!**



**Only Procter & Gamble's  
GLEEM has GL-70!**

**ESHELMAN ADULT SPORT CAR** Model 8 HP  
1 THE 5 COST OF ANY OTHER AUTO  
70 Miles Per Gal. Gas.  
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## SKINNY?

AMAZING NEW EASY WAY PUTS ON POUNDS  
AND INCHES OF FIRM, SOLID FLESH

Men, women and children who are thin because of poor appetite or poor eating habits may quickly put on pounds and inches of firm, solid flesh, thanks to WATE-ON. New kind of concentrated body building all-in-one concentrated meal of easily digested calories here at last. Easy weight gains of 5 POUNDS . . . 10, 20 even 30 pounds reported. No sugary mixture, no fishy oils, no drugs, no overeating.

**Starts Building Weight First Day!  
Safe, Laboratory Tested and Approved**

WATE-ON guards against fatigue, poor endurance, low resistance. When underweight is caused by disease take WATE-ON only under direction of your doctor. WATE-ON is fortified with Vitamin D, blood building red vitamin B<sub>12</sub> and other energy factors. Money back guarantee. Starts putting on weight first day. AVAILABLE AT BETTER DRUG AND DEPT. STORES.

## WATE-ON

In Homogenized Liquid Emulsion or Powder Form  
If not available write to WATE-ON Co. 230 N. Michigan,  
Chicago, Ill. or 22 Berta Rd., Toronto 15, Ontario, Canada

*America's  
Favorite  
Hair Oils*

CONTAIN  
LANOLIN

**FITCH**



ONLY 15¢

## CARDINALS CONTINUED



UNABLE TO RELAX after beating the Yankees in exhibition game, Stanky visits rubdown room to check on rookie pitcher recovering from a leg injury.

## EDDIE'S TROUBLE IS EDDIE HIMSELF

The man whose job it is to lead the St. Louis Cardinals to a pennant is known around the National League simply as "Napoleon." He is short of stature, relentless of nature and gifted with rare tactical skill—and an even rarer skill at antagonizing people.

Until this spring, when observers began noticing a milder Eddie Stanky, the Cardinal manager acted as if he were campaigning to become the most unloved man in baseball. Just the way he curled his lip annoyed people. He made a fetish of hating everybody not wearing a Cardinal uniform and welcomed their hate in return. He made umpires' jobs tougher by needless nagging and endless delays of the game. His walks to the mound to talk with the pitcher were so obviously staged that even the local fans became irritated.

Sometimes his actions seemed to be prompted by cussedness alone. He insisted on straying from the third base coaching box just to get a rise out of the umpires and the opposition, but he would disdainfully refuse to pick up baseballs that trickled in his direction. After an inning was over, he would pick up the ball in play, calmly stuff it in his pocket and stride for the dugout, a move which invariably caused the opposition to explode and the umpires to demand that the ball be returned.

His petty stratagems, which succeeded in getting just about every club in the league steaming mad, outraged an old rule in baseball: don't get the tail-end teams stirred up. "Nobody's running a popularity contest," explained one of Stanky's critics, "but if that other club wants to sleep, let it sleep." The seventh-place Chicago Cubs, especially incensed at Stanky for his tantalizing methods, made a real crusade out of cutting him down to size last season and won 14 games from the Cardinals while losing only eight to them.

CONTINUED ON PAGE 133



# New! Amazing!

## Mazola NO-ROLL Pie Crust

**Tenderest crust ever... no rolling  
pin... no bowls... no floury muss  
with Mazola Oil method**



**NEW! You make it IN THE PAN**

Actually easier than pie crust mixes! With this new NO-ROLL method the dry ingredients and Mazola Oil are measured quickly, mixed easily with a fork... right in the pie pan.

**NEW! You shape it IN THE PAN**

With Mazola NO-ROLL pie crust you just gently push and press the dough evenly with your fingers to line bottom, sides and rim of pan. So easy to handle... and always tender.

**NEVER BEFORE A CRUST LIKE THIS**

As you take this crust from the oven notice the perfect shape; it doesn't shrink from the pie pan... a crust so tender you handle it with loving care, a real masterpiece.

### MAZOLA NO-ROLL PASTRY SHELL

(Single 8 or 9-inch crust)

|                                  |                         |
|----------------------------------|-------------------------|
| 1½ cups sifted all-purpose flour | 1 teaspoon salt         |
| 1½ teaspoons sugar               | ½ cup MAZOLA Oil        |
|                                  | 2 tablespoons cold milk |

Sift dry ingredients into pie pan. Combine Mazola and milk in measuring cup. Whip with fork and pour all at once over flour mixture. Mix with fork until flour is completely dampened.

Press evenly and firmly with fingers to line bottom of pan; then press dough up to line sides and partly cover rim. Be sure dough is pressed to uniform thickness.

To flute, pinch dough lightly with fingers. *Do not use a high fluted edge.*

**For baked shell:** Prick entire surface; bake in hot oven (425°F.) 12 to 15 minutes. Cool; fill as desired.

**For unbaked shell:** Fill as desired and bake in hot oven (400°F.) 15 minutes; then reduce to moderate (350°F.) and bake until filling tests done.



Produced by  
Corn Products  
Refining Co.



**Crumble Crust 8 or 9-inch Pie:** Combine as for Mazola No-Roll Pastry Shell, using 2 cups flour, 2 teaspoons sugar, 1¼ teaspoons salt, ⅔ cup Mazola and 3 tablespoons milk. Set aside about ⅓ dough for topping. Press remaining dough into pan as for single crust. Fill with desired filling. Crumble dough for topping into small bits and sprinkle over filling. Bake in hot oven (400°F.) 15 minutes; reduce to moderate (350°F.) and bake 30 to 40 minutes longer; until crust has browned and filling is done. *Always prepare filling before making pastry.*

**MAZOLA...FOR BAKING...FRYING...SALADS**



## Partners again for the Easter Parade:

Famous brand hams and Del Monte Pineapple\*

Now featured by grocers everywhere  
for Easter feasting like this . . .



\*the pedigreed pineapple  
that's never too tart  
and never too sweet!



# Del Monte® Pineapple

SLICED  
CHUNKS  
CRUSHED  
TIDBITS  
JUICE



## CARDINALS CONTINUED

Eddie Stanky refuses to concede that his taunts cost the Cardinals any games. "It would be shameful if a ballplayer put out any harder against me than against any other manager," he says naively. "If anyone did he should turn in his uniform and get out of baseball."

Stanky's keen knowledge of the game, surpassed only by an immense and implacable desire to win ball games, is counterbalanced by the fact that he never learned how to lose. Even Mrs. Stanky, who knows Eddie as quite another person—considerate, patient with children, a conscientious churchgoer—says, "He can't lose gracefully." When he does lose a game, Stanky becomes almost a psychopathic case. He seeks sanctuary in the training room and sits on the rubbing table, head bowed, like a man in a trance. After losing three or four in a row he goes to the other extreme and storms about the clubhouse with arms flailing.

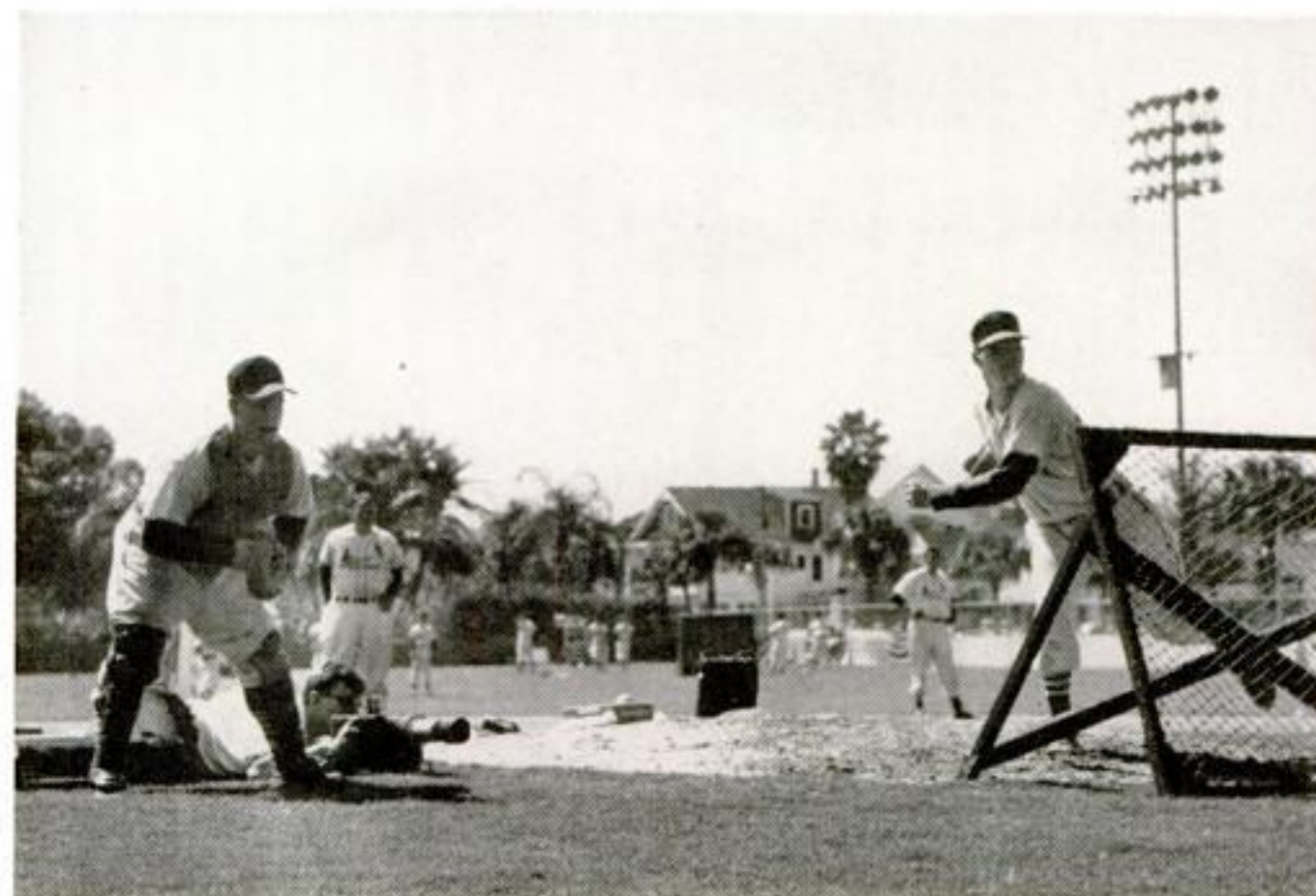
Eddie Stanky's philosophy on managing got a severe shock last July. With dusk coming on and the Cardinals in danger of blowing a double-header to the Phillies, he began stalling with every old trick he could recall and some new ones too. Hoping to delay the game and have it called on account of darkness, he rushed out of the dugout between pitches. He changed the pitchers almost as fast as they could warm up. He even got in a fight with rival manager Terry Moore.

By the fifth inning Umpire Babe Pinelli was fed up. Waving his arm indignantly, he announced he was forfeiting the game to Philadelphia. Stanky, hardly able to believe his ears, was striding angrily off the field when he heard something else even more unbelievable. The St. Louis fans were booing him and not the umpire. As Stanky sat out a five-day suspension, pressure began to mount in St. Louis to have him fired, but he weathered that storm by calling in the newspaper reporters and making a public apology, a rare concession for a big league manager.

Stanky failed to get his pitching, his major tactical problem, straightened out for the remainder of the season and the Cardinals failed to climb out of the second division. But the man they called "Napoleon" began to show signs of changing. His behavior became noticeably less obstreperous and obnoxious. Just before the season ended, in an effort to improve his relations with St. Louis fans, he had the Cardinals' dugout thrown open to kids before two games. When 7,500 eager candidates showed up before each game, he stood patiently on the dugout steps shaking hands and signing autographs for almost two hours each day. Those who could not squeeze in before game time got signed pictures of Cardinal players.

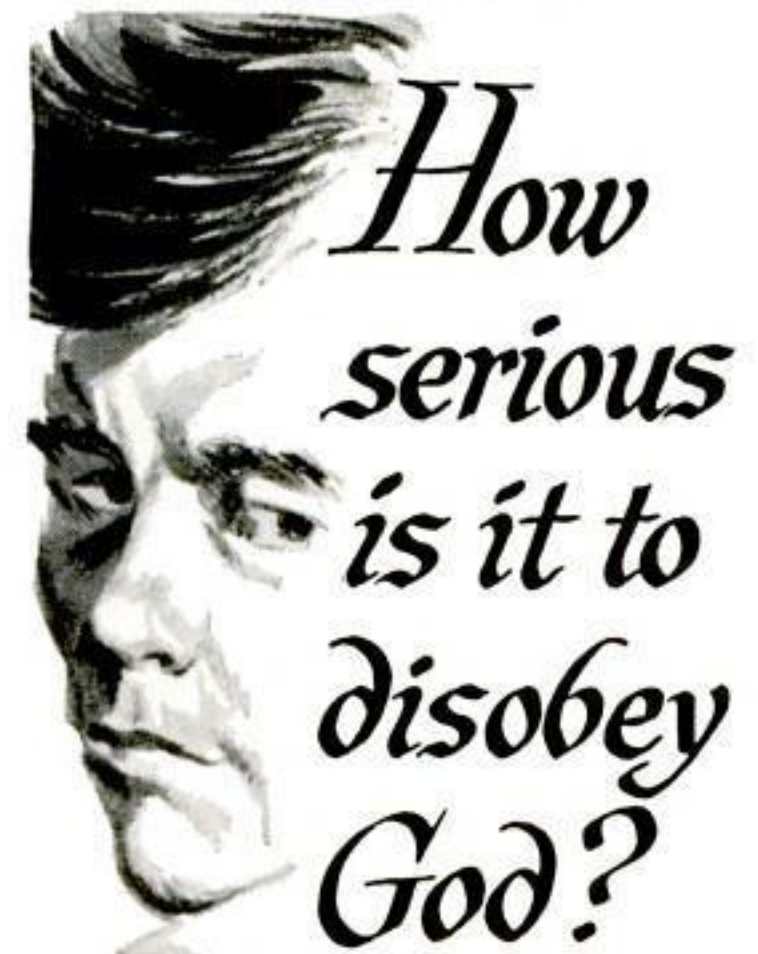
Last winter Stanky did some more soul-searching and showed up at spring training the essence of goodwill and tolerance. Where he once was so wrapped up with being "the boss" that he would not trust his coaches with appropriate chores, he was now beginning to delegate authority. Once this spring after a miscue on a pickoff play he did order the entire squad to report at 8 o'clock the next morning for a post-mortem. But for the most part his new-found geniality was so conspicuous in dealing with his players that a newspaperman asked him jokingly why there wasn't so much yelling around the Cardinal camp this year. "Haven't you heard?" answered Eddie. "This is the new Stanky." He sounded as if he might not believe this himself, but at least he was putting himself on the record.

MARSHALL SMITH



**THE NEW STANKY** (behind pitcher) showed rare consideration in assigning a catcher to guard LIFE Photographer Grey Villet (in prone position) against being hit by stray line drives during batting practice. The old Stanky might have thrown the cameraman off the field for getting in the way of the ball.

## Advertisement



Public officials today are alarmed at the increase of crime and other forms of delinquency. "Discipline is breaking down—no respect for authority," they say.

We should all be alarmed, especially when we realize that this breakdown of authority stems from a tragic neglect of the Divine law which is the very origin of all civil authority. Some people say, and others act as if this great expression of divine order, the Ten Commandments, has even been abolished.

It is little wonder that when adults seemingly have swept away the foundation, youth should have little respect for the tottering superstructure.

This Easter season reminds us that the law of God is so vital that Christ came from heaven to die, then live again, to redeem man from the results of his disobedience to it.

As man's teacher, Christ explained the law fully. As man's example, He obeyed it fully. As man's substitute, He paid its penalty fully—He died in our place. "I am not come to destroy," Christ said, "but to fulfil."

And now, having fulfilled the requirements of the law Himself, Christ says: "Whosoever therefore shall break one of these least commandments, and shall teach men so, he shall be called the least in the kingdom of heaven." Matt. 5:17-19.

But Seventh-day Adventists do not believe that Christ, by requiring complete obedience, suggests that this is a way in which man can earn passage into heaven. Heaven is God's gift which man can freely claim by placing himself on the side of Christ, by accepting Christ's perfect life for his own and respecting the same moral standard which Christ accepted and for which He died.

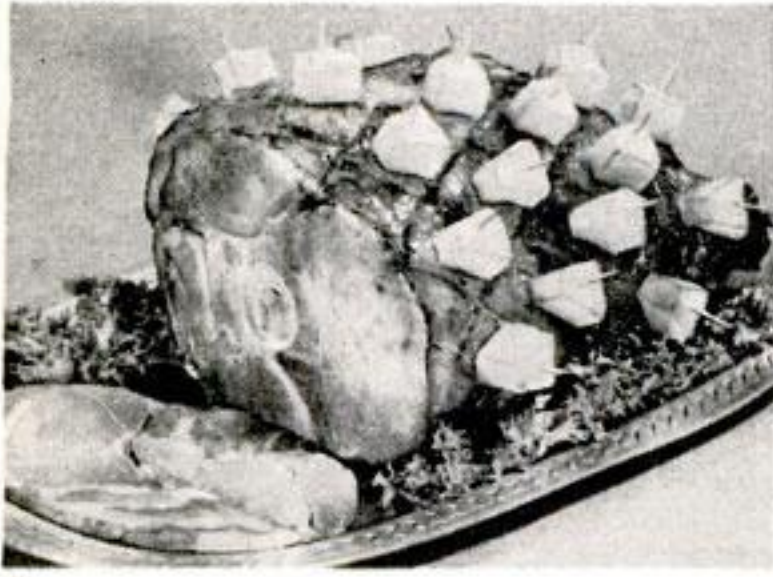
We have prepared an interesting booklet giving pointers to help you apply this often-forgotten standard to the problems facing you, your family and community. For an eye-opening half hour that can bring new optimism to your life, tear out this coupon and mail it today. You will always be glad you did.

free

At no obligation to me, send me your booklet, "How Serious Is It To Disobey God?"  
General Conference, Seventh-day Adventists  
Mail to: Religious Information Bureau, 01  
General Conference, Washington 12, D. C.

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Tune in Sundays: Voice of Prophecy, Radio; Faith for Today, TV—check your newspaper.



**1. All-American favorite!** For ease and elegance it's hard to beat the traditional method of topping and surrounding your whole or half ham with DEL MONTE Pineapple Chunks, Slices or Tidbits. Or, for variety, try a sauce made with DEL MONTE Brand Raisins.



**2. New idea for canned ham...** gives it baked-in pineapple flavor, saves slicing at the table. Cut canned ready-cooked boneless ham in 1/4" slices to within 1/2" of bottom. Wrap and tie loosely with string, 2" from bottom. Tuck in DEL MONTE Pineapple Slices (as shown above); glaze, bake.



**3. Small family special!** To get more and tastier helpings from a ham slice, top it with a deep, juicy layer of DEL MONTE Crushed Pineapple. Use plenty... its color and flavor add so much to Easter eating fun.



**4. Double use for juice!** To give your baked ham an extra measure of pineapple flavor baste it with DEL MONTE Pineapple Juice. And keep several cans of it chilled and ready to serve with those after-Easter ham sandwiches.

Del Monte  
Pineapple





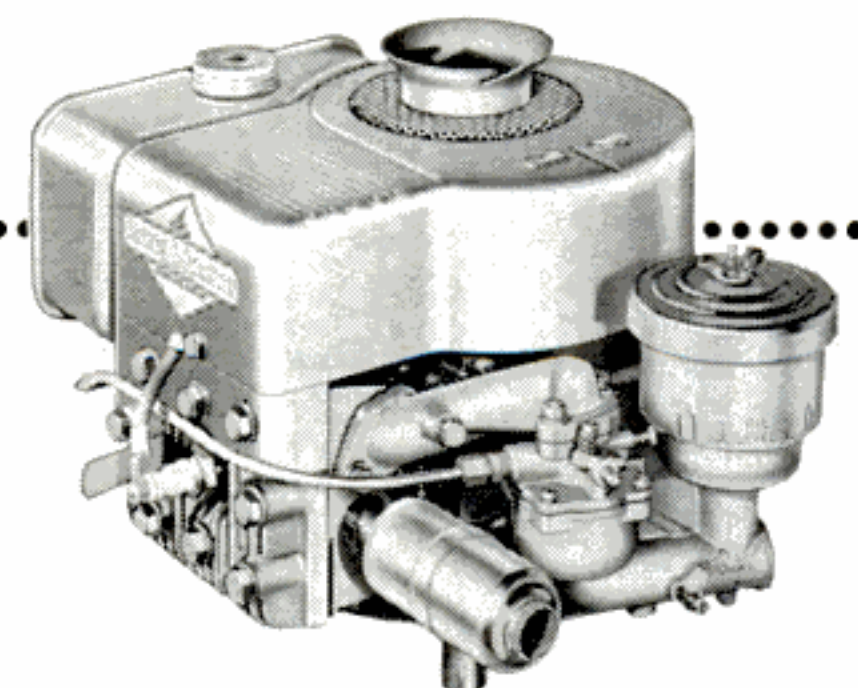
*...whenever you see this trademark  
you're seeing a job well done*

# Yes! Year-in and Year-out **No. 1** in the world



This trademark identifies the easy-starting, reliable, and world's best-selling, 4-cycle, air-cooled engines (single-cylinder, 1 to 8.4 hp). More than 10 million sold since 1919. And the future promises millions more... for home, farm and industry.

No wonder users of powered equipment are especially glad to say... *"It's got a Briggs & Stratton engine!"*



## Air-Age Engineering

Design inspired by aviation, the new lightweight, heavy-duty engine, shown here, is one of the reasons for Briggs & Stratton's continued leadership. Already over a million built for rotary power mowers. New models will soon be available for a wide range of uses for home, farm and industry.

# Briggs & Stratton Corp.

Milwaukee 1, Wisconsin

THE LEADER, TOO, IN AUTOMOTIVE LOCKS, KEYS AND RELATED EQUIPMENT



# PW'S RECOVERY

## Joseph Demler thrives at home

The world remembers Pvt. Joseph Demler as the dreadfully emaciated U.S. soldier who 10 years ago was freed from Stalag XIII (LIFE, April 16, 1945). Nazi starvation rations had shrunk him to 70 pounds and he was close to death. After eight months in Army hospitals Joe went home, his weight up to 120 pounds.

Today the town of Port Washington, Wis. knows Joe as a happily married guy who owns a house, a car and a television set. Now 29, he weighs 153 pounds but bears reminders of his ordeal in bad teeth and a brace for his weak back and shoulders—neither of which keeps him from working hard and enjoying himself.



**A LIVING SKELETON**, Joe Demler had pneumonia and was infested with lice when freed. Prison food was mostly thin soup.



**AN ACTIVE MAN**, Joe finds bowling not too strenuous. Hampered by weak back and shoulder muscles, he averages

only 135 at bowling, had high score of 180. Joe is a substitute on a team in the town's Knights of Columbus League.

CONTINUED ON NEXT PAGE

**FEARLESS FOSDICK**  
by AL CAPP

FOSDICK—YOU FAILED TO CRACK THE EGG CASE!!—YOU'RE FIRED!!—

I ELIMINATED CRIME BEFORE MY DISCHARGE.

POLICE STATION NO. 13

I'LL FIND **ANOTHER CAREER**. SHALL I BE A BANKER—OR A COLLEGE PRESIDENT? AN **APTITUDE TEST** WILL TELL ME!!—

**JOB COUNSEL**

2 HOURS LATER

WELL—WHAT AM I FITTED FOR?

YOUR "BRAIN TEST" SAYS "USELESS"—BUT YOUR "APPEARANCE" TEST SAYS "**GREAT**"!!

NATURALLY!! **WILDROOT CREAM-OIL** MAKES **ANY** MAN LOOK GREAT!!—KEEPS HAIR NEAT BUT NOT (UGH!) GREASY—REMOVES LOOSE DANDRUFF!—GET **WILDROOT CREAM-OIL**, CHARLIE!!

BUT MY NAME IS **LUCY**

ONLY A **CREAM** DRESSING GROOMS HAIR THE NATURAL WAY! ABSOLUTELY NON-ALCOHOLIC. WITH NATURAL INGREDIENTS.

**WILDROOT CREAM-OIL HAIR TONIC**

GROOMS THE HAIR  
RELIEVES DRYNESS  
REMOVES LOOSE DANDRUFF

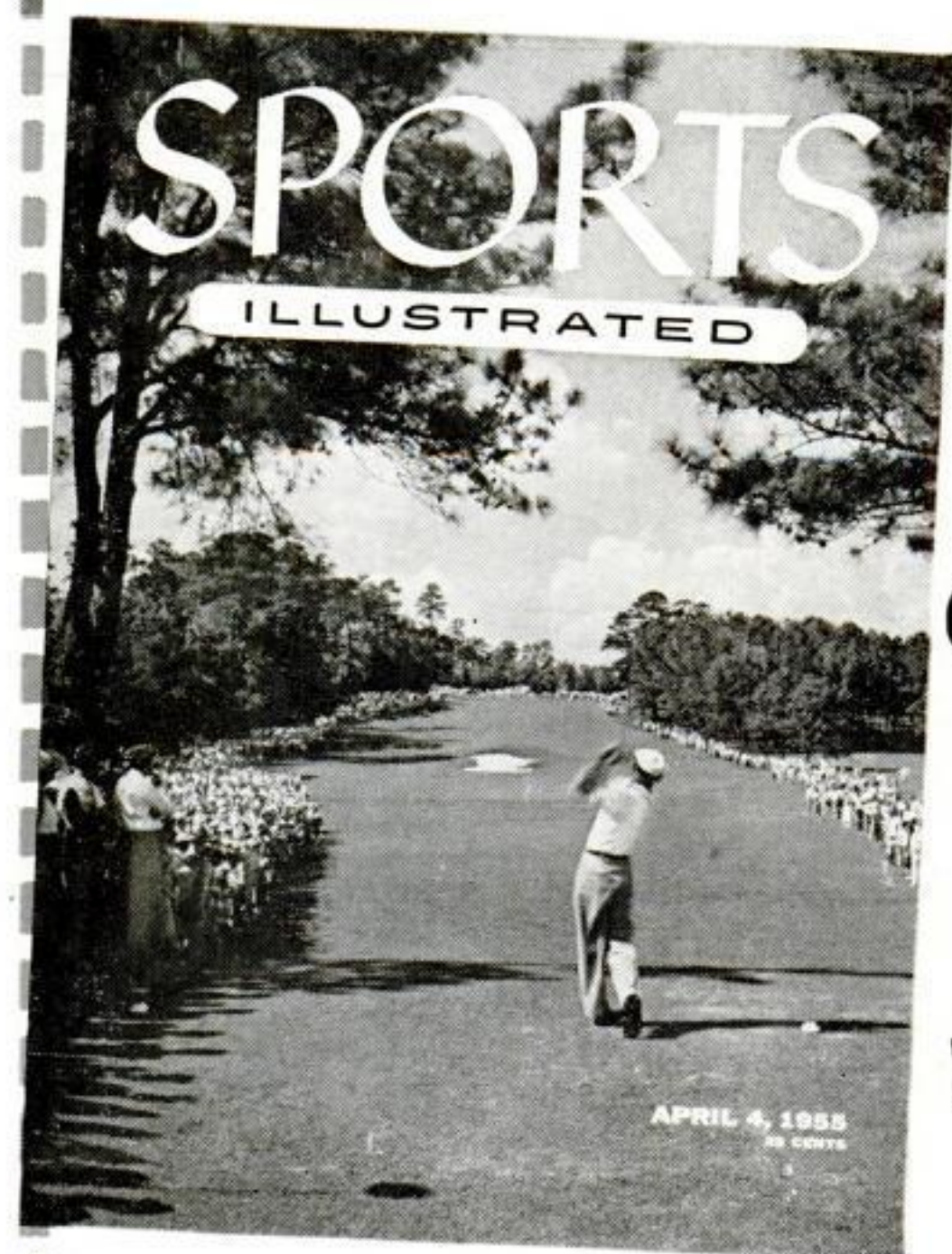
**WILDROOT CREAM-OIL HAIR TONIC**





The secret is Power Mesh. You feel so free in your SIL-O-ETTE that you forget you're wearing a panty girdle. Yes, lightweight Power Mesh with 30% more stretch than average elastic gets the credit. For amazing Power Mesh adjusts to your waist, hips and thighs in complete comfort. Exclusive curved crotch won't cut or bind, and long leg slims thighs without chafing. Get SIL-O-ETTE at your favorite store today. Or send for helpful booklet and size chart. SIL-O-ETTE, 366 Fifth Avenue, New York 1, N. Y.

**SIL-O-ETTE**



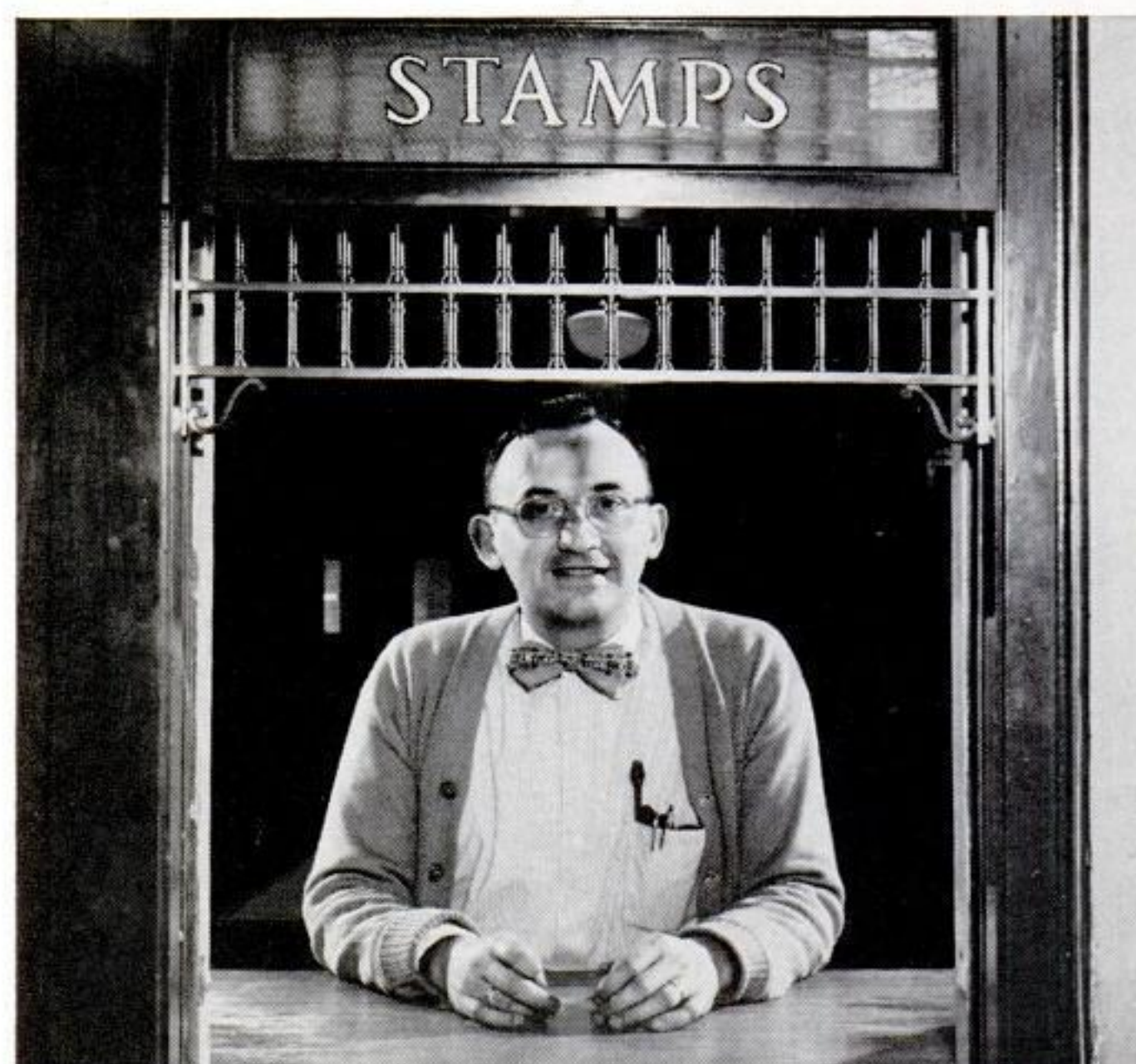
**..brings  
you  
everything  
but  
the  
weather!**

**NEW ISSUE OUT TODAY... 25¢**

## PW's Recovery CONTINUED



**AT HOME** Joe spends much time out of doors, trimming the lawn or working vegetable garden behind the house, which supplies the whole neighborhood.



**AT WORK** Joe often puts in 50 hours a week. A substitute clerk, he hopes to be given regular position, plans to stay in postal service until retirement.



**AT THE TABLE** Joe usually has a big appetite but cannot eat foods that are too highly seasoned. Therese, whom he married in 1951, is an excellent cook.





THE SWEATERED LOOK—STYLED IN FRANCE (LEFT), AND ALL-AMERICAN (RIGHT).

# THE SWEATERED LOOK

**With softer, care-free ORLON, sweater wardrobes go around-the-clock**

This spring, it's The Sweatered Look at all hours. But what a difference from traditional sweaters. Working now with "Orlon"® acrylic fiber, topflight sweater men are transforming classic sweaters into toppers, middies, scoops, shrugs. And American women, with their eye for what's smart, and easy to care for, are busily collecting complete sweater wardrobes in "Orlon".

Till now extravagant softness in sweaters could be found only in those costly to buy, and a chore to keep. "Orlon" gives you this softness, yet washes quickly (washes even better inside out). It never needs blocking. Dries same size, soft as new. And Du Pont "Orlon" laughs at moths. For a close-up of the around-the-clock Sweatered Look in "Orlon", turn the page.



Better Things for Better Living . . . through Chemistry

THIS ADVERTISEMENT BY DU PONT CONTINUED ON NEXT PAGE

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ADVERTISEMENT

# THE SWEATERED LOOK AROUND-THE-



**GOOD MORNING.** Soft as a kiss, "Orlon" is wonderful to wake up in, with this pale, pretty shrug.

**SHOPPING.** Fresh, vivid colors in twin classics of Du Pont "Orlon" brighten morning marketing.

**OUT TO LUNCH.** "Orlon" can look bulky, feel light. Here, in a smart thick-knit coat sweat

Expect more than the traditional . . . when it's made



# CLOCK IN SOFTER, CARE-FREE "ORLON"



**BEACHCOMBING.** Because it dries quickly, "Orlon" makes this middy a happy beach companion.

**DATE AT FIVE.** A soft cardigan of "Orlon", bound to match its sheath, goes for late day.

**BIG EVENING.** Sweet and low—and washable, too, this scoop of "Orlon" never needs blocking!

with **ORLON**<sup>®</sup>  
ACRYLIC FIBER



Better Things for Better Living . . . through Chemistry



MAKE IT YOUR "BEST EVER" HAM

WITH

# Nature's most refreshing flavor

TROPIC-FRESH IN CANNED PINEAPPLE



Ham or any meat *without* canned Pineapple is all very well — *with* Pineapple it's special! New taste delight...and glamor too...come to the simplest dishes when you add this golden fruit. So as you plan main-course dishes...salads, desserts or bakings... take down a can from your "PINEAPPLE SHELF." Appetizing variations in recipes and menus are easy with 5 forms to choose from. Count on canned Pineapple — with flavor born under the tropic sun — to lift meals out of the ordinary!

PINEAPPLE GROWERS ASSOCIATION, San Francisco



**Baked Ham crowned with Pineapple Slices:** In uncovered pan, bake ham in slow oven, fat side up according to directions for type of ham used. Take from oven ½ hour before done, remove rind, spread thinly with prepared mustard and sprinkle with brown sugar. Then spread drained Pineapple Slices on ham and continue baking until browned and glazed.

**CHUNKS** of canned Pineapple (bite size) are fine for fruit servings, to sauté with meats, for hors d'oeuvres, as cake decorations

**CRUSHED** canned Pineapple, good to eat "as is," also makes delicious pies, cookies, puddings, icings, sundaes and sauces



**TIDBITS** of canned Pineapple are favorites for salads, fruit cups, to sprinkle on puddings and cereals



**PINEAPPLE JUICE** tastes best when you *chill and shake* (or stir) each can before serving







BUSINESSMAN SADLY LEAVES FAMILY AND FRIENDS TO HEED CALL TO WASHINGTON, WHERE CAREER MEN WELCOME HIM TO WORK ON URGENT PROBLEMS

# A Good Word for Washington

BUSINESSMAN FINDS CHEERING SURPRISES IN GOVERNMENT WORK

by CLARENCE RANDALL

**I** CAME to responsibility in the business world in a period when executives customarily regarded all people in government as congenital nitwits and all their policies as socialism blended with a dash of idiocy. When we went to Washington for conferences we knew we would dislike the upstarts with whom we had to meet. We came back saying that after all what could one expect from men who never met a payroll. Wartime was different, for we said that in an emergency the government always had to turn to us and that we pulled them through. But when the war ended we demobilized and resumed our traditional attitude of profanity toward the bureaucrats.

Then overnight I became a Washington amphibian—half businessman, half bureaucrat.

As happens so often, my telephone call from Washington, asking me to become chairman of the Commission on Foreign Economic Policy, came straight out of the blue. I fought it. I urged the gravity of my business responsibilities. I pointed out that as chief executive officer of my company I owed it to those who had extended me their confidence so generously in earlier years to give the enterprise my very best efforts in the two remaining years of my active service. And then I talked about my family situation. I argued vigorously that my wife, who had always shared every experience with me, would not be able to come to Washington. I noted that in recent years we had not been free to do many of the things we had wanted to, that this was the dividend time in our lives for which we had waited.

As a last resort I fell back on my health. Actually I had never felt better, but I said that the "Randall Worry Committee" was already well organized and competently staffed, and that my friends were telling my wife and daughters that, with my civic commitments and all, I was carrying too heavy a load, and should be stopped before I had my coronary, instead of afterward.

But all the time the still small voice, saying that I must go, grew louder.

It must be that way with all who go to Washington.

You know that the country has no group of able men waiting their call to public duty, and you sense that if those who know you and know the job believe you should undertake it, your turn has come.

So you go to Washington. You arrive one morning and sit down at a strange desk. You feel very, very lonely. You are more scared inside than you have been for years for you haven't the slightest idea how to get your teeth into the job. You aren't even sure just what the job is, and it takes you a little while to realize that probably no one else does.

At home you have had lots of help. If you have been the chief executive of a strong company you have had specialists of all sorts who came running when you pushed the right button, and you have had the invaluable help of personal secretaries who knew your limitations, who watched over you, and who could be trusted with the most confidential information. None of those people are with you at your Washington desk. You sit there alone, with only

## THE AUTHOR



Clarence Randall, chairman of the board of Inland Steel Company, organized and headed the Commission on Foreign Economic Policy which drew up the tariff plan presented to Congress in 1953. Since the commission finished its work he has continued to spend half his time in Washington as foreign economic consultant to the President.



## THE SWEATERED LOOK CONTINUED

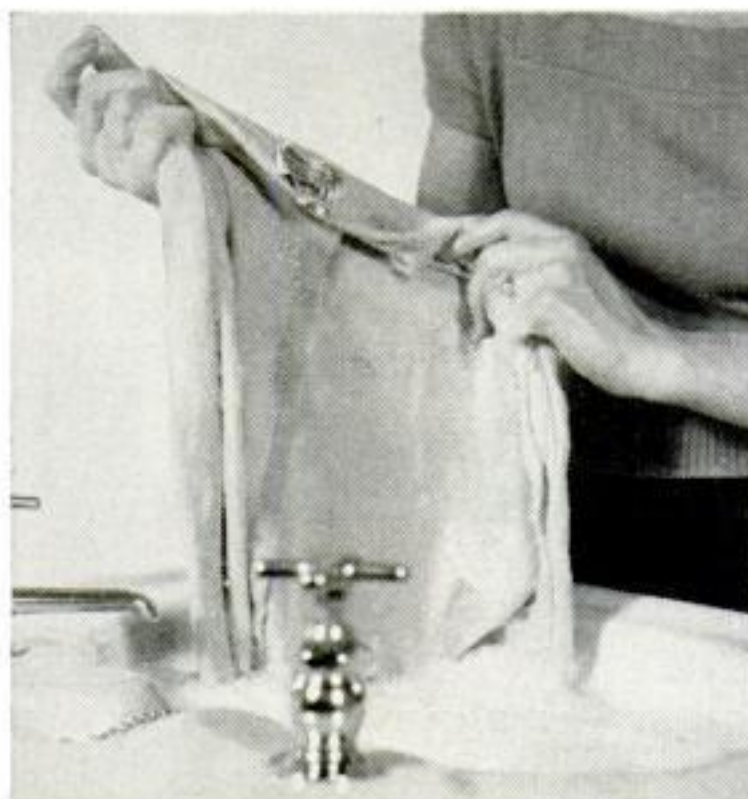


In classic to middy,  
"Orlon" means  
easy washing

After years of research Du Pont chemists have created in "Orlon" a new textile fiber ideal for sweaters, because of its unusual softness, bulk, resistance to damage by moths, and unequaled ease of care.



Here's how easy it is to wash a sweater of Du Pont "Orlon" acrylic fiber. First, turn it inside out . . .



. . . gently suds with a squeezing, never wringing, hand motion (using any good soap or detergent). Then rinse well . . .



. . . and roll it in a towel. Then, turn right side out, pat it flat on a towel . . . or simply put it on a plastic hanger . . .



. . . and in record time a sweater of "Orlon" is dry and ready to wear, as luxuriously soft and as fresh as new.



Sweaters of "Orlon" are being featured in store windows and sweater departments across the country. Watch for "The Sweatered Look" in your favorite store . . . it means you'll find a wide assortment of styles and colors from which to choose an around-the-clock, easy-to-care-for sweater wardrobe in "Orlon".

"Orlon" is Du Pont's registered trade-mark for its acrylic fiber.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



**SURPRISED** by setting of swivel chair spring in his new Washington office, businessman makes inauspicious beginning on his government assignment.

### RANDALL CONTINUED

yourself to rely on. The clock has suddenly been turned back to where it was when you were strictly on your own as a young man. You even have to learn how to check your own plane reservations.

And in this simple phenomenon lies occasionally the cause for the failure of a businessman in government. For years at home he has been made to look smart by others.

How vividly I remember that first mad morning of mine! I sat down at a temporary desk and straight off nearly fell over backward in the chair because the spring was set at a different tension than mine at my office in Chicago. I hoped inwardly that this was not symbolic. I tried to use the phone but the buttons worked differently from those we have in Chicago and I felt stupid in having to be shown several times. Almost at once I received a telephone call which turned out to be from a newspaperman who wanted to know what the policies of the new commission would be. I told him there wasn't any commission yet. I interviewed a secretary and when she asked what her duties would be I was embarrassed because I didn't know. Then I dashed off in a taxicab to a building to look over some office space that had just been vacated, but when they asked me how large my staff would be I had to keep a very straight face because I didn't know whether it would be 30 or 300.

But the loneliness and the fears of the first few days were quickly dissolved in the warmth of a general friendliness that was as stimulating as it was unexpected, and I am sure that this is the rule rather than the exception. Everyone wanted to help me get going, everyone. I was officed almost before I could hang up my hat. Suggestions for staff began to flow in, procedures were explained to me and I was shown my way around.

The Commission on Foreign Economic Policy, which it fell my lot to organize, was an altogether new concept, having a statutory pattern of membership and a statutory schedule of responsibilities that were unlike anything which had preceded it. I shall never forget one particular act of kindness that gave me great encouragement. A man in government whom I had never met but who had had wide experience, sensing my uncertainty, of his own volition sent along a memorandum on what he would do under such circumstances. It gave me just the starting point I needed.

Then as the days passed into weeks and the weeks into months I found growing in my mind a new respect and in my heart a warm affection for many career men. I came to know them well and comparing them with men of like age in business I rated them high. If Washington is staffed with subversives and men of low morals they must be concealed in areas that I have not penetrated. Quite to the contrary, I found at every level in government, from those bearing the highest responsibility down to devoted secretaries, individuals whose unselfish dedication to the service of the U.S. was an inspiration.

I know many men in government who could double or triple their pay by leaving the service and entering industry who go on doing the job they love solely out of genuine devotion to a cause. I admire more than I can say one man who, without any reserves of capital, gave up a business job that paid him \$50,000 a year to work for his government at not over one third of that solely because he believed that the world is in a sorry state and wanted his life to count in trying to set it right.

CONTINUED ON PAGE 144





## *Executive training at 40,000 feet...*

...the control panel is his desk. The high, thin air above the earth surrounds his cockpit office. He's a young, alert Navy pilot on a night mission...exploring the vast fringes of space with a swiftness measured by the speed of sound.

You can feel his confidence. Both in his aircraft and in himself. It's a sureness born of \$70,000 worth of thorough Air Navy Training...born of knowing he's ranked with the world's best fliers.

He's been taught by experts. Taught to live by strict Navy rules of safety and common sense. He's learned to bear responsibility and authority. He's proved his executive potential by *earning* his envied wings of Navy gold.

The world watches the man who makes the grade as a Navy flier. As a career officer or in private life, he's looked to for leadership. There is no finer preparation for *your* future than training in the New Air Navy.

**CHANCE**  **VOUGHT AIRCRAFT**  
INCORPORATED • DALLAS, TEXAS

DESIGNER AND BUILDER OF HIGH PERFORMANCE MILITARY AIRCRAFT SINCE 1917

*Now is the time to act! If you are 18-25, and single, visit your nearest Naval Air Station, or fill in the coupon and send to:*

NAVCAD,  
Washington 25, D.C.

Gentlemen:

I want to be a Navy flier. Please send me the complete story on Naval Aviation and the qualifications I must meet for Flight Training. I understand I am under no obligation.

Name \_\_\_\_\_ Age \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



CV-3





Feeling like a cross old owl—  
Sluggish "innards" make you scowl?



If lemon in water starts your day,  
A slick young chick you're sure to stay!

#### KEEP REGULAR THE HEALTHFUL WAY:



Fresh lemon juice in water—taken first thing on arising—overcomes sluggishness for most people.

This simple, natural fruit drink is not a harsh laxative, not a drug. It induces prompt, *normal* elimination. It alkalizes and aids digestion. It wakes you up and clears your mouth with its refreshing tang.

Doctors emphasize that *fresh* lemons—fresh from sunny groves in

California and Arizona—are rich in health values. They are among the richest-known sources of vitamin C, and provide B<sub>1</sub> and the *bioflavonoids*. Fresh lemons are good for you—help prevent colds and infections.

Try fresh lemon in water for ten days; give it time to establish regularity for you. And always be sure to buy Sunkist Lemons—the finest and juiciest grown anywhere.

**Sunkist**



UNACCUSTOMED to federal expense account practices, a new bureaucrat finds himself stuck with the check for a business lunch he has arranged.

#### RANDALL CONTINUED

And the hours these men and women work when the heat is on, as it usually is, make many businesses look like a vacation. When the peak periods in my service came along I invariably asked my staff to work Saturdays and often followed that with Sunday work too, before plunging into another tough week. Never did I have anything but ready acceptance of my request. I kept a watch on one man once and found that he worked 90 hours in one week. Telephone any important agency on a Saturday and you will nearly always find emergency work going on, usually with the chief himself there because it is the best day for uninterrupted work.

But in spite of all of the friendliness and all of the able assistance that is available, Washington is at best a strange and difficult world for the businessman who is suddenly plunged into it. Government frustration is no myth. It is an occupational disease that must be dosed with the quinine of determination every hour on the hour.

Discouragement follows discouragement. The problems are so vast and the progress toward decision and action so slow even under the most favorable circumstances that the contribution one man can make sometimes seems utterly disproportionate to the sacrifice required. There is a daily temptation to catch the plane home and stay. But deep down inside you know that that is the way of cowardice. Soldiers feel that way too before the battle, but they can't run away. And this is the same government they are called upon to serve, the same clumsy, inept thing called democracy that will forever be inseparably linked with our personal freedom.

It helps at times in understanding bureaucracy and resisting frustration to pause and reflect upon our history. The government red tape which we despise may be merely the living embodiment of the checks and balances which the founding fathers wrote into the Constitution. They were determined that under our system no single person should ever have too much authority. They placed limitations upon every power that they created.

Spending public money has certainly been hedged around with every control possible. You can't just buy a typewriter. Some responsible person must execute the proper form and be prepared to explain the necessity for it. Or try and buy coffee for a coffee break out of a government appropriation and you will see how fast the checkers will catch you. I know one businessman who gave a luncheon at the Carlton, thinking little about who would pay the check, who learned the hard way that when the charge came up against his page in the government books it would bounce back.

Or take hiring. I wasn't able to put a single clerk on the payroll until our commission had met formally and authorized it, which is as it should be, though quite different from merely calling up the office manager at home. Hiring also involves checking for loyalty, and getting full clearance for security is a slow and time-consuming process. In the abstract we know this is right, but in the specific with a new job rapidly swamping you it can be frustrating beyond words. And I have never been able to figure out what I would say to some friend of mine if, after I had dragooned him to close his business desk and join my staff, he should weeks later be denied security clearance.

#### BE WELL GROOMED

USE

**Sur-Lay**

HAIR DRESSING



Try Sur-Lay Hair Dressing. A few drops keeps hair in place all day giving it a natural look of good grooming. Particularly valuable for dry hair and scalp.

50¢

Millions of applications of this popular hair dressing have been sold

SOLD AT ALL LEADING DRUG STORES  
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#### AMAZE YOUR FRIENDS

tie **BOWS** like this

Create exciting gift wrappings. Follow instructions in this book.

Send only **10¢** for your copy

**RIPPL-TIE Products Company**  
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**SPIFFY**  
Keeps Men's  
Collar Points  
DOWN

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**SECRETARIES**

Free offer! Tired of ugly fingernails? Type a note on office stationery for free sample of special chip-resistant "Underwood's Red" nail polish designed for secretaries and other lady executives. Underwood, Dept. A, 1 Park Ave., New York, N. Y.



**THESE TWO WATER PUMPS  
MAY LOOK ALIKE**

*... but your Chevrolet  
knows the difference!*

**Identical twins?** Well, there's no doubt that these two water pumps *look* alike—but that doesn't mean they'll *perform* alike in your Chevrolet.

You see, one of them is a Genuine Chevrolet Part. That single fact tells you a lot about its quality and what you can expect of it. For Genuine Chevrolet Parts offer a great many advantages that are mighty important to you.

In the first place, they're designed by the same engineering staff that designed your Chevrolet. Then, too, they're built of the same fine materials and to the same *precision* specifications as the original factory-installed parts they replace in your Chevrolet. A rigid system of tests and inspections guards their *quality*.

When you need replacement parts, always specify the parts that are made to fit right . . . function better . . . last longer—Genuine Chevrolet Parts. They're installed by your Chevrolet dealer and leading independent garages and service stations *everywhere*.

**Always ask for Genuine Chevrolet Parts**



**Available wherever you go. Made to  
fit right . . . function better . . . last longer**

**YOUR CHEVROLET DEALER**



**You benefit  
from tests like this**

Here, a Genuine Chevrolet Water Pump is carefully inspected after a grueling test run. It's part of the continuing Chevrolet program devoted to bringing you better, longer lasting parts.





## The Golden Touch of Hospitality



THOUGH it's easy to think so—there is no magic in the remarkably delightful taste of drinks made with Seagram's Golden Gin. There *is*, however, a unique process of manufacture which *naturally* mellows Seagram's Gin to its subtle shade of gold, and soft-

ens its taste to rare, satin-smoothness and appetizing dryness. For that Golden Touch of Hospitality, offer your guests Seagram's Gin...in a golden *dry* martini or in the most delicious gin and tonic of all, the Seagram Seabreeze. It's a wonderful way to say "welcome."

SEAGRAM DISTILLERS COMPANY, NEW YORK CITY. 90 PROOF, DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN



It is failure to understand these restrictions which makes the businessman bristle. He comes to Washington with high hopes, determined to do his job "in a good clean businesslike fashion," but to his consternation he finds that things don't move when he pounds the table. At home he had unquestioned authority. When he spoke, discussion ended and he expected action to follow.

But you don't do things that way in government. No man has that kind of authority. In Washington you make progress by persuasion, not by authority. Your work always involves the participation of those over whom you do not possess authority and its fulfillment requires their cooperation. You address yourself to their intelligence and their fairness; you ask but you do not order. And upon reflection each thoughtful person will sense that this is right. None of us wants to live in a country where power is concentrated in a few. The ineptitude of our slow-moving republican form of government is the price we pay for the right to live our own lives. The continuance of our way of life demands that there be no führers, neither big nor little.

Another overpowering sensation that comes to the businessman in Washington is the incredible complexity of the problems and the magnitude of the responsibility which must be faced by the people who make up the U.S. government. Of course the welfare of our own 160 million people is at stake, as well as that of generations to come. In addition, our influence is felt in every remote corner of the world, whether free or slave, and everywhere currents of thought and activity are created that in the end impinge on our well-being. Our errors are infinitely magnified; conversely our leadership, when wise, can be infinitely beneficial to mankind.

No business enterprise yet conceived could possibly offer a man such challenge. None could possibly provide such frightening penalties for failure, or such deep satisfaction for a job well done. To have some small part in helping such men as the President of the U.S. or the Secretary of State bear their great burdens is compensation beyond that of the largest salary ever earned.

### The executive becomes an apprentice

THEN, too, by the familiar accounting standards of dollar volume the money transactions of the government so far transcend the gross of our largest corporations that no executive comes to Washington with more than an apprentice background. No man lives whose mind can apprehend all that government encompasses; the oldest and wisest are amazed at finding something new about it each day. For example, in foreign economic policy, which happens to be my special interest, there are 24 departments and agencies that maintain American personnel abroad.

Many businessmen would declare that such duplication and overlapping are ridiculous. I would have probably thought so myself, but my thinking has undergone a change since I have seen these problems at first hand. I recognize in myself a new tolerance, a new hesitancy to condemn what I have not carefully examined. I now suspect that this multifariousness in representation abroad may be inescapable. In any case I am sure that proposals for revolutionary change must be approached with great care.

In the existing setup, Treasury is responsible for sound financial relationships the world around, Agriculture must find markets for our surpluses overseas, Defense must maintain armed forces in foreign areas, Foreign Operations Administration must seek to advance the economic strength of our allies, State obviously deals with every country and every area, Commerce promotes American trade, Office of Defense Mobilization stockpiles strategic materials from everywhere—and so on. Obviously each agency must know what goes on in its field of responsibility. To combine all these services would solve nothing, for the responsibilities are separately allocated under our system of checks and balances. Yet how to coordinate all into a single flow of wise and coherent policy is a problem worthy of the best administrative brains the nation possesses.

I do not mean to imply that this kind of ability is to be found only in the field of business. It may be in the labor movement, or in the universities, or on the farm or elsewhere, and must be sought wherever it is to be found. I speak the idiom of business merely because that is the language I know.

From the point of view of forming sound government policy on any question the occasional infiltration into the various agencies of nonprofessionals drawn from the general public is altogether salutary. It provides a means of bringing a fresh point of view to bear directly upon the establishment of policy. Cross-fertilization of ideas is essential in any organization, both as a creative force and as a corrective, but particularly so in any form of public

CONTINUED ON NEXT PAGE

# This Great Invention

used only in

# this New Mattress



**SPRINGWALL**  
Reg. U. S. Pat. Off.  
**Mattress**

**SPRINGWALL'S SECRET:** Around all 4 mattress-edges are 12 resilient-steel supports. This invention reinforces the entire sleeping surface, holds it firm as never before; sag-free firm not only at the edges, but from edge to edge . . . and for years and years!

introduces

# 4 Ways Better Sleep

## Remember: Only **SPRINGWALL** has it!

There's never been a mattress like Springwall before! There's no other mattress like it today. Because no other mattress has the Springwall invention, that guarantees you all these benefits:

1. **Insures medically correct sleep posture** (banishes a leading cause of morning backache)
2. **Extends the sleeping area 33 1/3%** (firm support even at the edges . . . never that "falling out of bed" feeling)
3. **Positively prevents mattress sag** (in the middle, at the edges, edge to edge)
4. **Adds years of comfort and wear**

Why deny yourself these modern mattress advantages? Insist on a genuine Springwall. You'll be amazed at the difference in the way you sleep all night and the way you feel all day!

Illustrated: Springwall *Quiltress*, quilted upholstery throughout. Smooth sleeping surface, \$69.50. Others from \$49.50.

**FIRST BY LABORATORY TEST**  
Foster D. Snell Laboratories tested Springwall and 3 other leading mattresses . . . rate Springwall **FIRST** in all 3 factors specified for relaxing sleep by hundreds of physicians.



**TIRED MUSCLES REST BETTER ON SPRINGWALL**  
Springwall supports your muscles at the 4 vital pressure points, where doctors say you need support for healthful, relaxing sleep.

**GUARANTEED FOR 10 YEARS AGAINST STRUCTURAL DEFECTS BY THE MAKERS OF THESE GREAT BRANDS**

**ECLIPSE Springwall** - ECLIPSE SLEEP PRODUCTS, INC., New York, N. Y. - Los Angeles, Cal.

**TIGER BRAND Springwall** - HAGGARD & MARCUSON CO., Chicago, Ill.

**KING KOIL Springwall** - THE UNITED STATES BEDDING CO., St. Paul, Minn.

**SOUTHERN CROSS Springwall** - SOUTHERN SPRING BED COMPANY, Atlanta, Ga.





we opened our  
*Children's eyes*  
to an amazing world

with View-Master three-dimension color pictures



The United Nations

It's a wonderful world for children when they see it in the miraculous, "come-to-life" realism of View-Master three dimension color pictures. What glorious fun—and so much to learn—for such low cost. Off they go to the United Nations...the Taj Mahal. They see the beauty of nature...the world and its history...or live exciting adventures from "20,000 Leagues Under the Sea"...Tom Corbett—Space Cadet...and many other fascinating picture stories. Give your children the world—with View-Master.

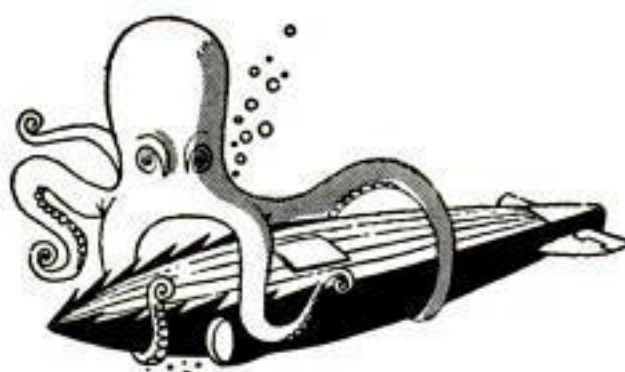
**Partial list of 3-Reel gift packets (\$1.00)**

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| <input type="checkbox"/> United Nations        | <input type="checkbox"/> 20,000 Leagues Under the Sea |
| <input type="checkbox"/> Wild Birds            | <input type="checkbox"/> Tom Corbett—Space Cadet      |
| <input type="checkbox"/> Butterflies           | <input type="checkbox"/> Cowboy Stars                 |
| <input type="checkbox"/> TV Stars              | <input type="checkbox"/> Performing Animals           |
| <input type="checkbox"/> Coronation            | <input type="checkbox"/> Alice in Wonderland          |
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VIEWER \$2.00

REELS 35¢, 3 for \$1.00

Prices slightly higher in Canada



"20,000 Leagues Under the Sea"



The Coronation of Queen Elizabeth II

ask to see

**VIEW-MASTER**

the perfect gift for children

© Sawyer's, Inc. Portland 7, Oregon

At selected photo, gift and department stores



**INTERCHANGE OF IDEAS** between government worker and businessman on temporary duty gives each a better understanding of the other's problems.

**RANDALL** CONTINUED

administration. It is an old criticism of the federal bureaucracy—but one that must be recognized as valid—that men who spend their entire lives working within the District of Columbia tend to become inbred and to govern their conduct by standards of value not parallel to those held by people throughout the country. The brashness of the newcomer challenges many an ancient custom, disturbs many a sacred cow and bowls over opposition to change that had appeared immovable.

The businessman can be particularly effective in this way, especially in the field of administration, for the pressure of necessity and the competitive struggle have taught him short cuts that the system of checks and balances may have smothered. And he recognizes instinctively the sensitive spots for he knows what the folks back home are saying.

He knows what they are saying because he has to answer them continuously. When he turns up back home occasionally in his accustomed seat on the 8:04, or at the familiar luncheon table, a howl goes up at once, and he must forthwith give an accounting. If the answers he gives fail to make sense he is in real trouble.

This constant scrubbing of one's ideas at the hands of old friends may be an important by-product of the half-in, half-out type of government service to which many like myself are committed. In fact it might be so significant as to justify making this a permanent part of our administrative techniques. No man can go completely stale on the job under those conditions. And when there can be added the further element that the individual serves his country without pay the opinions he holds and the actions he takes have an integrity about them that breed respect in both circles.

**Back and forth between hot and cold**

**B**UT it is a very hard life for the man. It permits no orderly personal life, transfers much of the sacrifice to his family and subjects him to considerable psychological stress as each week he drops one set of crises to take on others that are totally unrelated. It may be all right to take a cold shower after a steam bath but it is not easy to keep going back and forth between the hot and cold rooms all of the time.

If the steady inflow of new blood into government is salutary, the converse is also true. When men close their Washington desks for the last time and go back into business or professional life, they bring to their home circles of influence new understanding of the problems of government, new insight into why things are done as they are. As a result, they can be very helpful in forming sound public opinion. The danger is that the period of experience in government will be too brief and that the "turn-around" will be too fast. I have considerable sympathy for the professional's lifting of the eyebrows at the "one-year wonders," for it takes a long time to become seasoned in Washington.

What is the attitude of the average businessman to all this? Is he deeply and genuinely concerned about broad national problems? Does he make a determined and continuing effort to understand them? When his turn comes and the telephone call comes

CONTINUED ON PAGE 151





## NEW FLOORING DEVELOPMENT

Kentile Corktone looks like luxury cork, yet costs no more than popular asphalt tile

Like the amazed flooring experts who saw it first, you won't believe your eyes when you see this new asphalt tile at your Kentile Dealers! You'll think it's luxurious cork tile.

Its warm cork color...its rich, resilient look...its four beautiful natural-looking nut-toned shades installed in true cork-like random or a full expanse of solid color, give floors the envied look of quiet dignity that only finest cork achieved before.

And, Kentile Corktone goes down everywhere...directly over concrete in livingrooms and bedrooms of basementless homes... in distinguished offices or magnificent lobbies. Its new look of

elegance is so easy to clean...blends with every decorating color, period, style. You'll want it in every room of your home. Look up your Kentile Dealer's name under FLOORS, listed in your Classified Telephone Directory, and be sure to see Corktone now!

Remember, this wonderful new kind of asphalt tile flooring is backed by the famous Kentile Guarantee for years of long wear.

KENTILE **CORKTONE** ASPHALT TILE  
TRADE MARK  
 by the makers of Kentile





FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

## Yes, my darling daughter:

**Franco-American Spaghetti is not only fun to eat—it's good for you too!**

**H**AVE YOU noticed how many children have a passion for FRANCO-AMERICAN Spaghetti? They like it even better than the homemade kind.

The reason, we think, is partly because kids are crazy about its rich tomato sauce, and partly because they think it's such tremendous *fun* to maneuver the strands of spaghetti from their plates to their mouths.

Left to themselves, a lot of children would choose Franco-American Spaghetti two or three days a week.

If your own children feel this way—there's a first-class

reason for encouraging them. Franco-American Spaghetti is *nutritious* food. It supplies body-building protein and *energy* which everybody needs every day! But take our advice: don't say "nutrition" to your children. They don't care a whoop for it. They just know what they *like*: lots and lots of Franco-American Spaghetti.

**P.S.** It isn't only children who make Franco-American the most popular Spaghetti. Papas and mamas like it, too. It's easy to prepare, costs less than eight cents a serving, and its sauce is irresistibly delicious.





through from Washington, will he close his desk and no matter what the sacrifice accept the invitation to do his part?

In wartime, yes. When the bands are playing and his boy and his neighbor's boy have gone off to combat he will do anything to serve his country. But in the dull days of peace, the prosaic times of making our country so strong that there will be no wars, I am afraid that all too often those questions must be answered in the negative. I have seen him and talked to him singly and in groups each week for more than a year and I confess that I am somewhat disillusioned.

He greets you at the club with, "When you going to get over Potomac-itis?" You know he says to others, "Some fellows love that sort of thing." If you should seriously try to recruit him you would find that you were in the presence of the indispensable man in a company that is facing the most critical period in its history. If you should be fortunate enough to have the conversation turn to national affairs you may find either that he speaks from bias without having taken the pains to arrive at a reasoned position based upon study, or that he shrugs it off with an air that it is all over his head.

I am afraid that preoccupation with self is the Achilles' heel of the free enterprise system. That regime stands as the miracle of the modern world for having brought the greatest good to the greatest number of any system of industrial organization yet conceived by man, but should it ever disappear it will have destroyed itself through this cause. Men grasp its privileges without accepting its responsibilities. They crop the fields of our way of life without restoring the soil. Many live all their lives outside the zone of responsibility in their country.

I hold that the first duty of the businessman is not to his company but to his country. Not all executives accept this creed. Of those who do, not all live it, out of fear of the owners of their business or of their associates.

But we draft young men to serve two years in the armed services, and require them to risk their lives for the security of their country; why should we not suggest to employers that young men be loaned for two years to government service to help make our country so strong that war can be avoided? Government would thus have a perpetual rotating reserve of ability to draw upon, industry would receive in return men broadened by exposure to new and different challenges, and the public would have available for leadership men of broad understanding of the nation's problems.

This is our government and we must help make it work. There is no "they," just "we."

Our government needs brains. Business has brains. From this it follows that there should always be businessmen on the Potomac.



**AWAY FROM HIS TWO JOBS** as chairman of the board of Inland Steel Company and foreign economic adviser to the President, Clarence Randall picks up binoculars for a spell of birdwatching at his Winnetka, Ill. home.

*It's somebody's  
birthday today*



*Telephone  
your greetings*

**LONG DISTANCE RATES ARE LOW**

Here are some examples:

|  |        |
|--|--------|
| New York to Philadelphia.....            | 40¢    |
| Cincinnati to St. Louis.....             | 75¢    |
| Pittsburgh to Boston.....                | 95¢    |
| Baltimore to Atlanta.....                | \$1.05 |
| San Francisco to<br>Washington, D.C..... | \$2.00 |

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

*Call by Number  
It's Twice as Fast*

**BELL TELEPHONE SYSTEM**



*"It's Uncle Bill,  
Mommy*



*"He's singing  
Happy Birthday"*

**LONG DISTANCE RATES ARE LOW**

Here are some examples:

|                              |        |
|------------------------------|--------|
| Cleveland to Pittsburgh..... | 45¢    |
| Boston to Syracuse.....      | 70¢    |
| Chicago to Buffalo.....      | 95¢    |
| Philadelphia to Miami.....   | \$1.35 |
| Los Angeles to New York..... | \$2.00 |

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

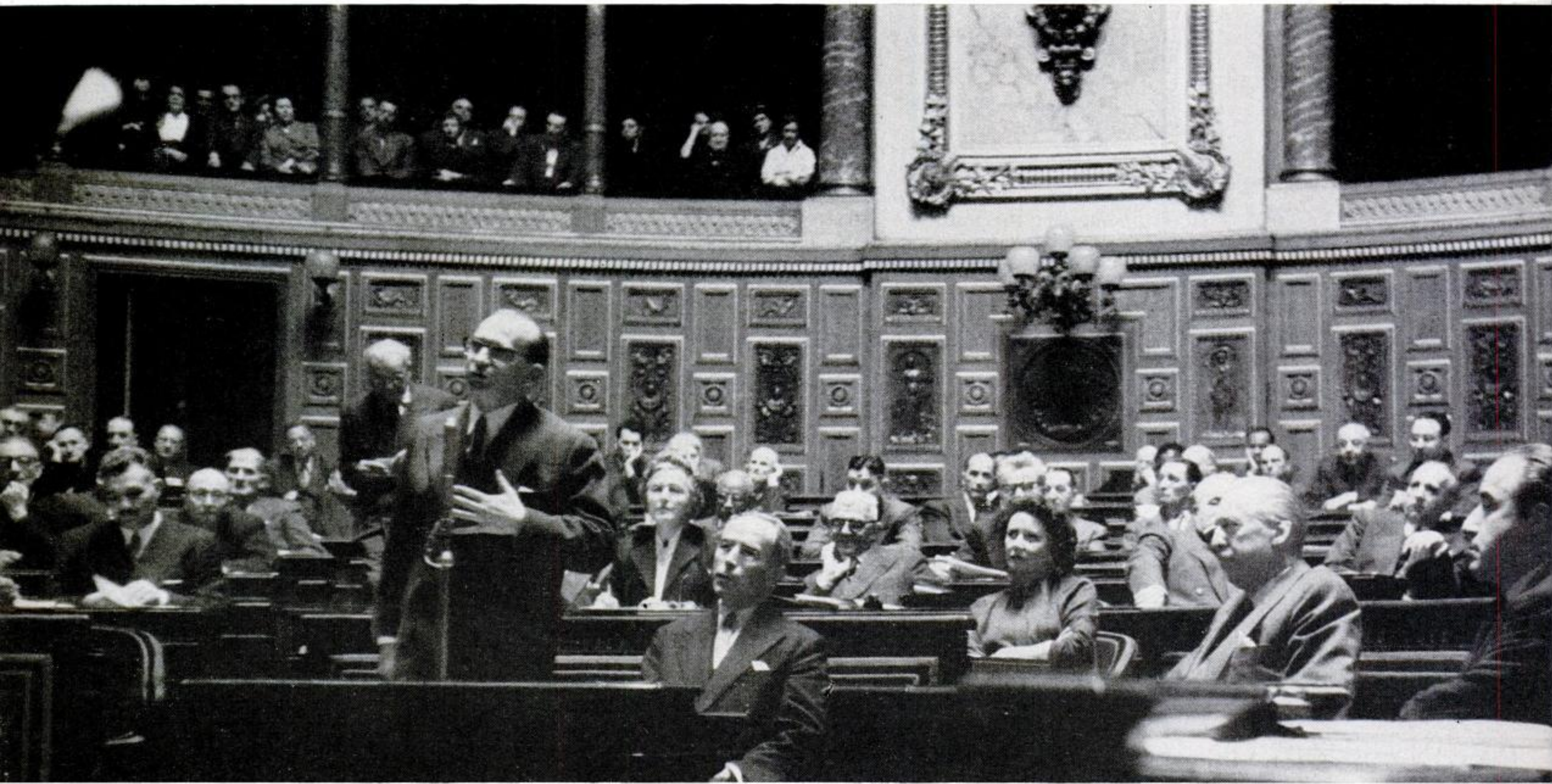
*Call by Number  
It's Twice as Fast*

**BELL TELEPHONE SYSTEM**





# A LOOK AT THE WORLD'S



## FRENCH PREMIER TEEING OFF

Outraged, Premier Faure rose beside Foreign Minister Pinay and spoke to the senate: "We cannot go on forever telling our allies that

France has changed her mind." The senate applauded, finally ignored objections and ratified the Paris accords, rearming West Germany.

## A MASSIVE MENACE

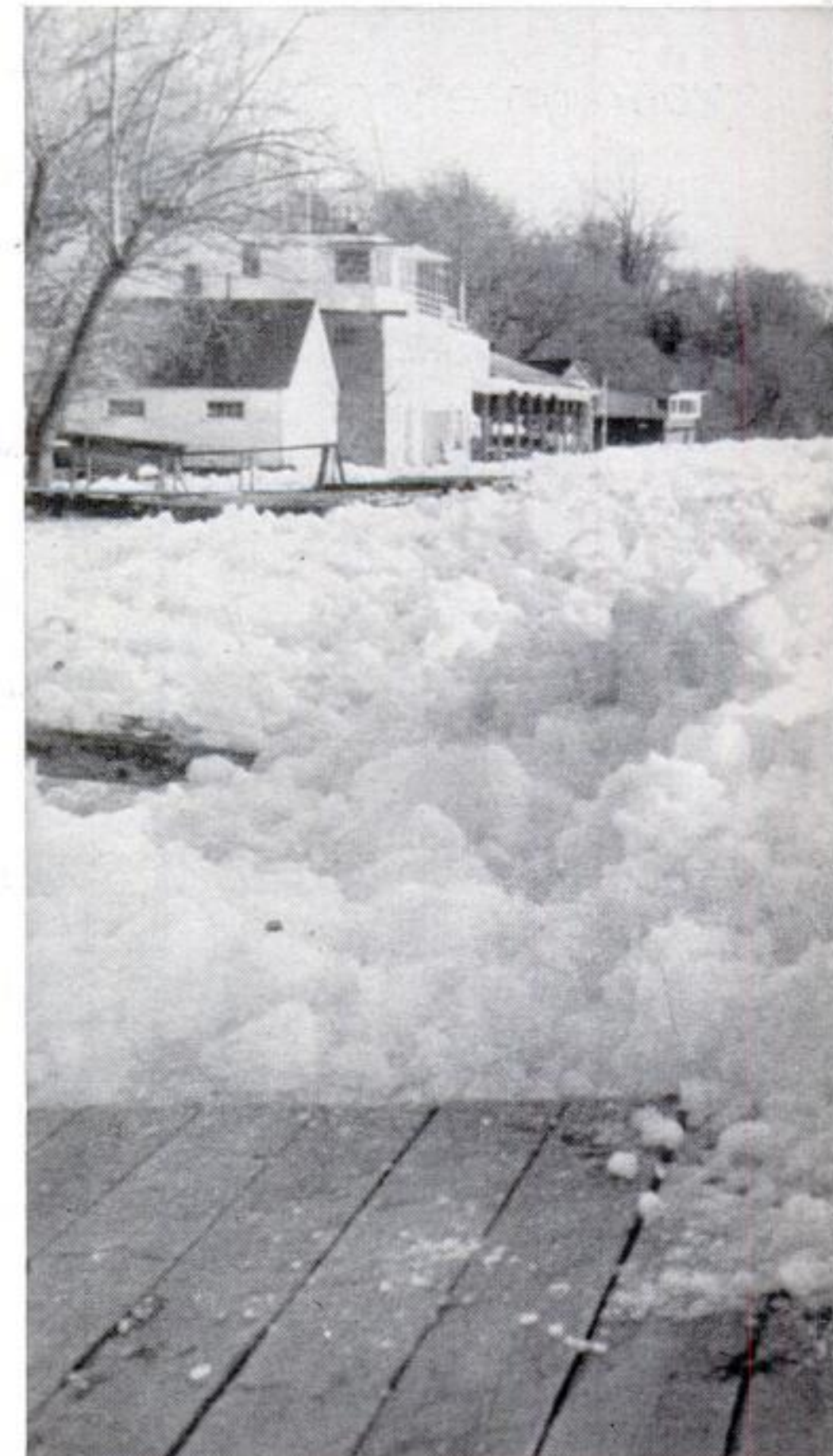
Tons of ice, blown in from Lake Erie, piled 30 feet above water level along the Niagara River, ground up \$1 million worth of property. At



## A VISITOR'S REVERENT KISS

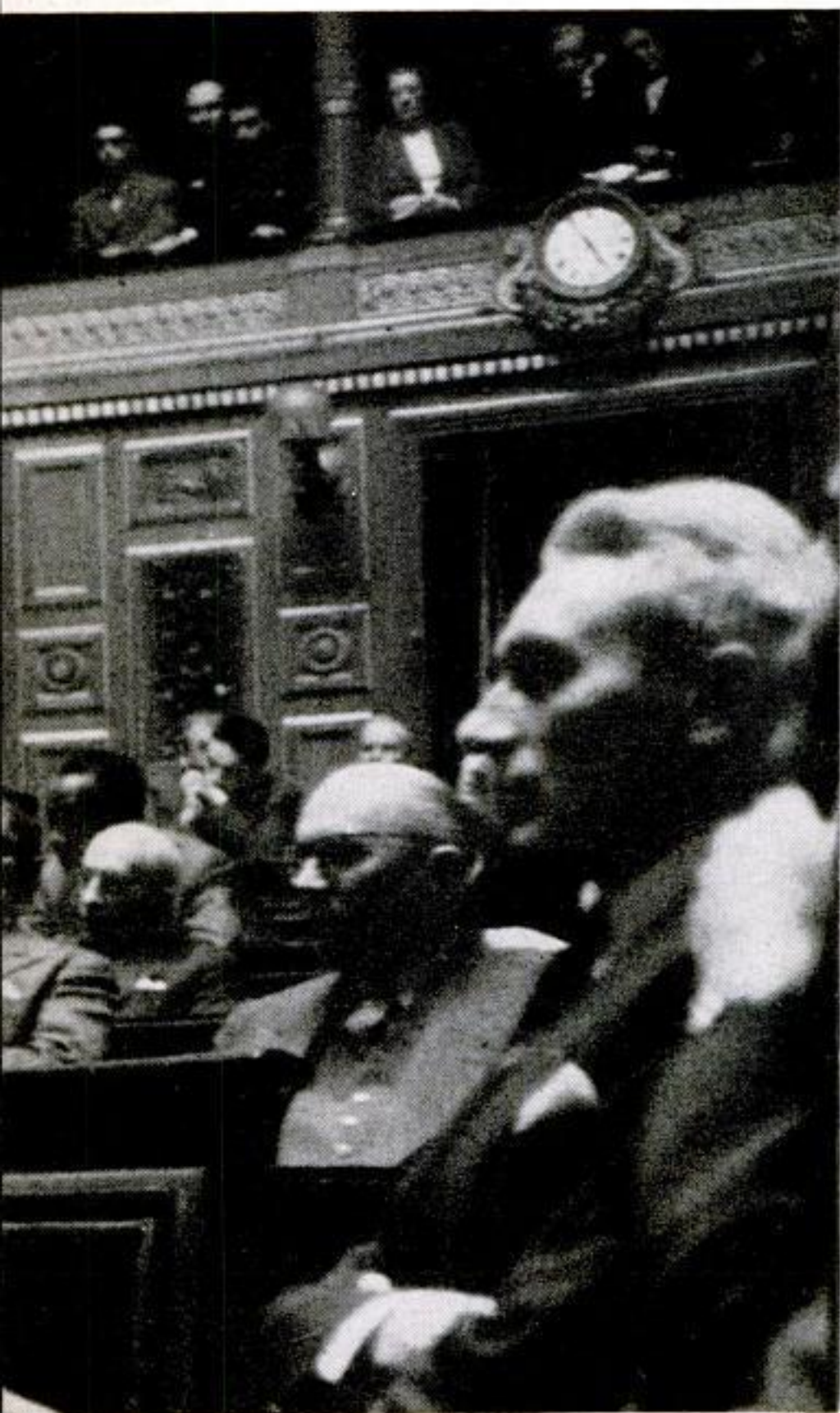
Italy's diminutive but tough premier, Mario Scelba, whose regime has helped settle the Trieste problem and approved the Paris agreements, landed in Montreal to begin a two-week tour of Canada and the U.S. Visiting Paul

Emile Cardinal Léger, he kissed his ring as his wife beamed. Later Scelba took off for Washington. He was going there, he said, not to seek more U.S. aid for Italy but "to have an exchange of ideas on our common political aims."



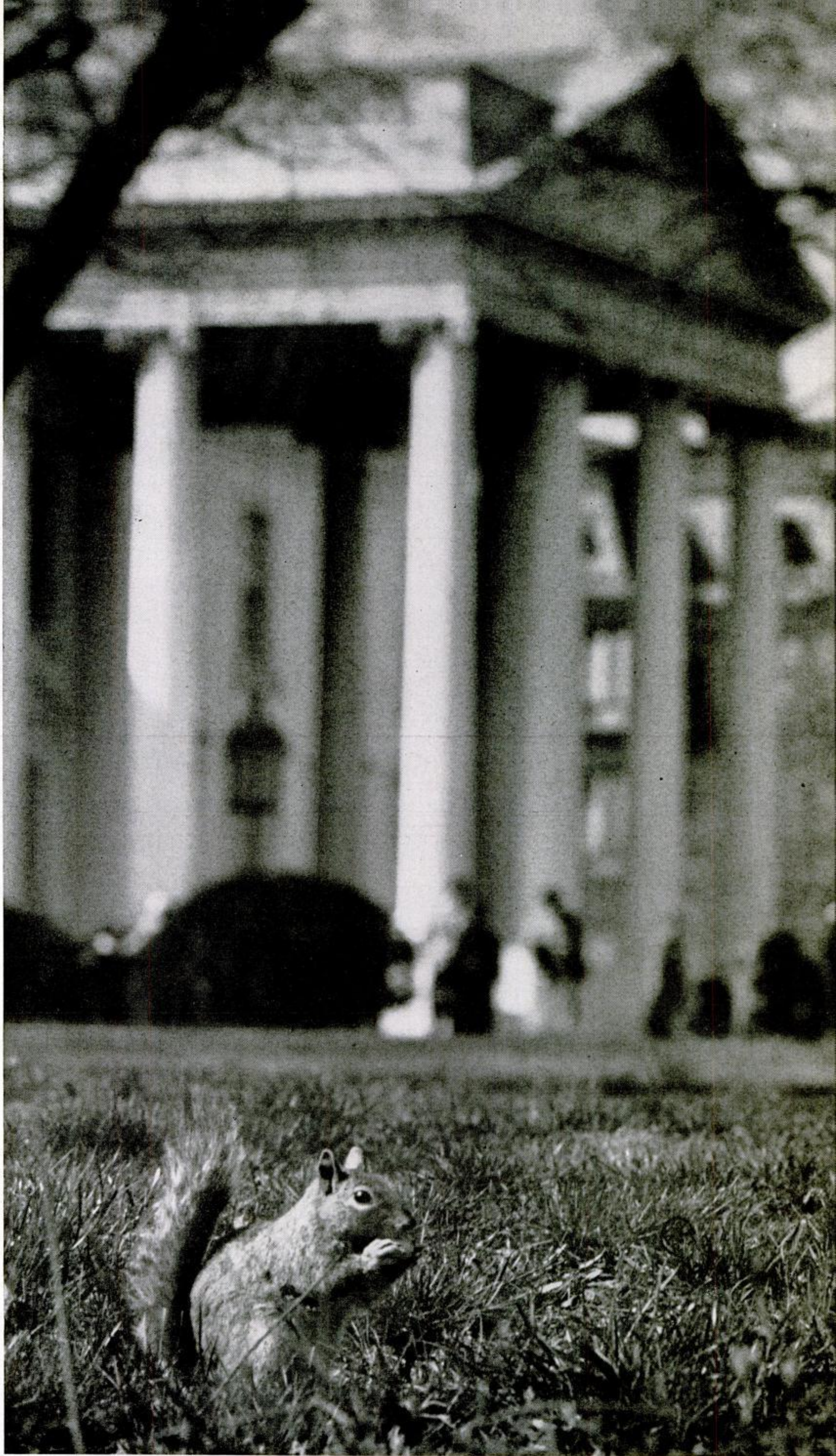
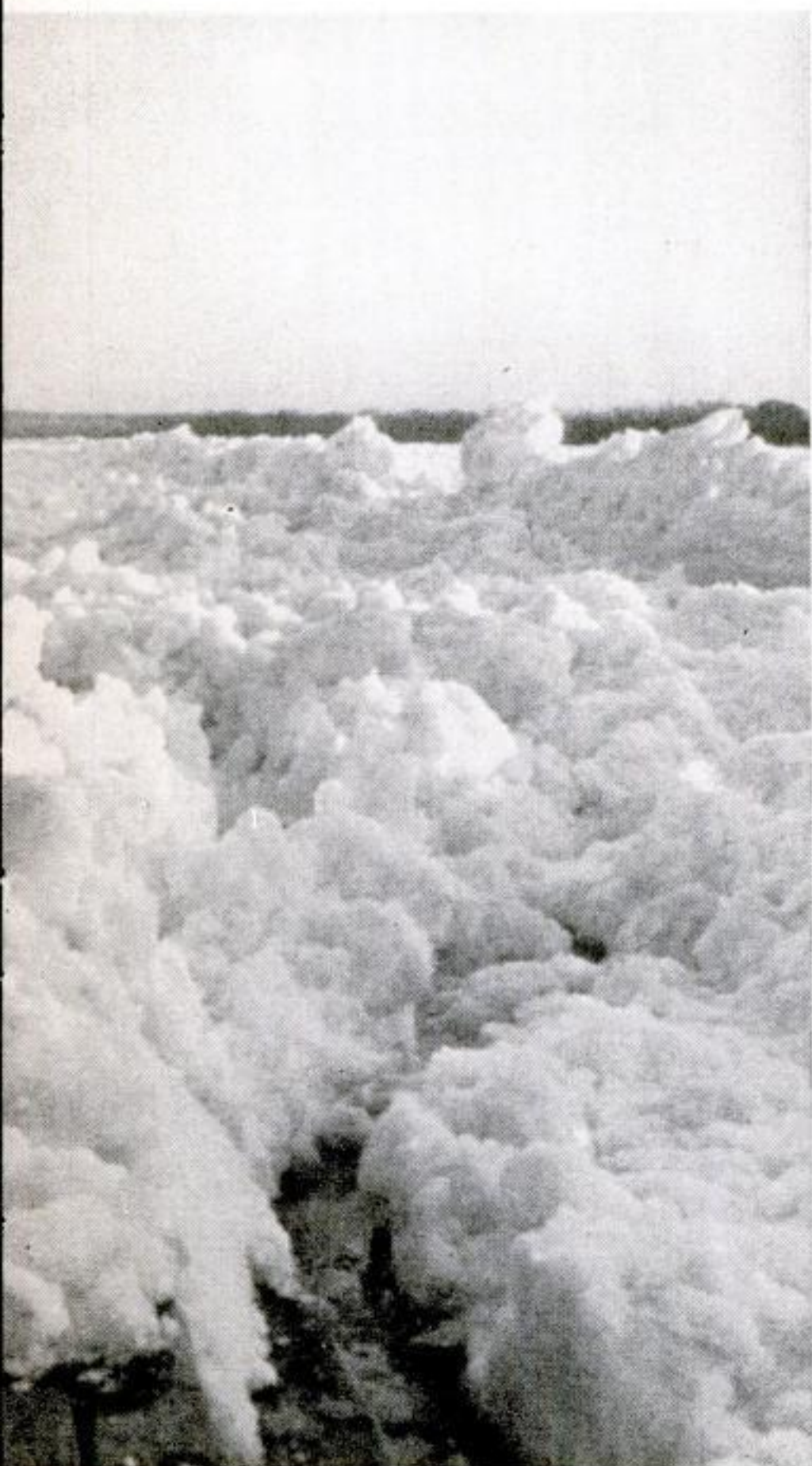


# WEEK



## ALONG THE NIAGARA

Youngstown (*below*), ice crunched docks and engineers blasted without success. With no thaw in sight the jam grew menacingly larger.



## POLITICAL PAWN ON WHITE HOUSE LAWN

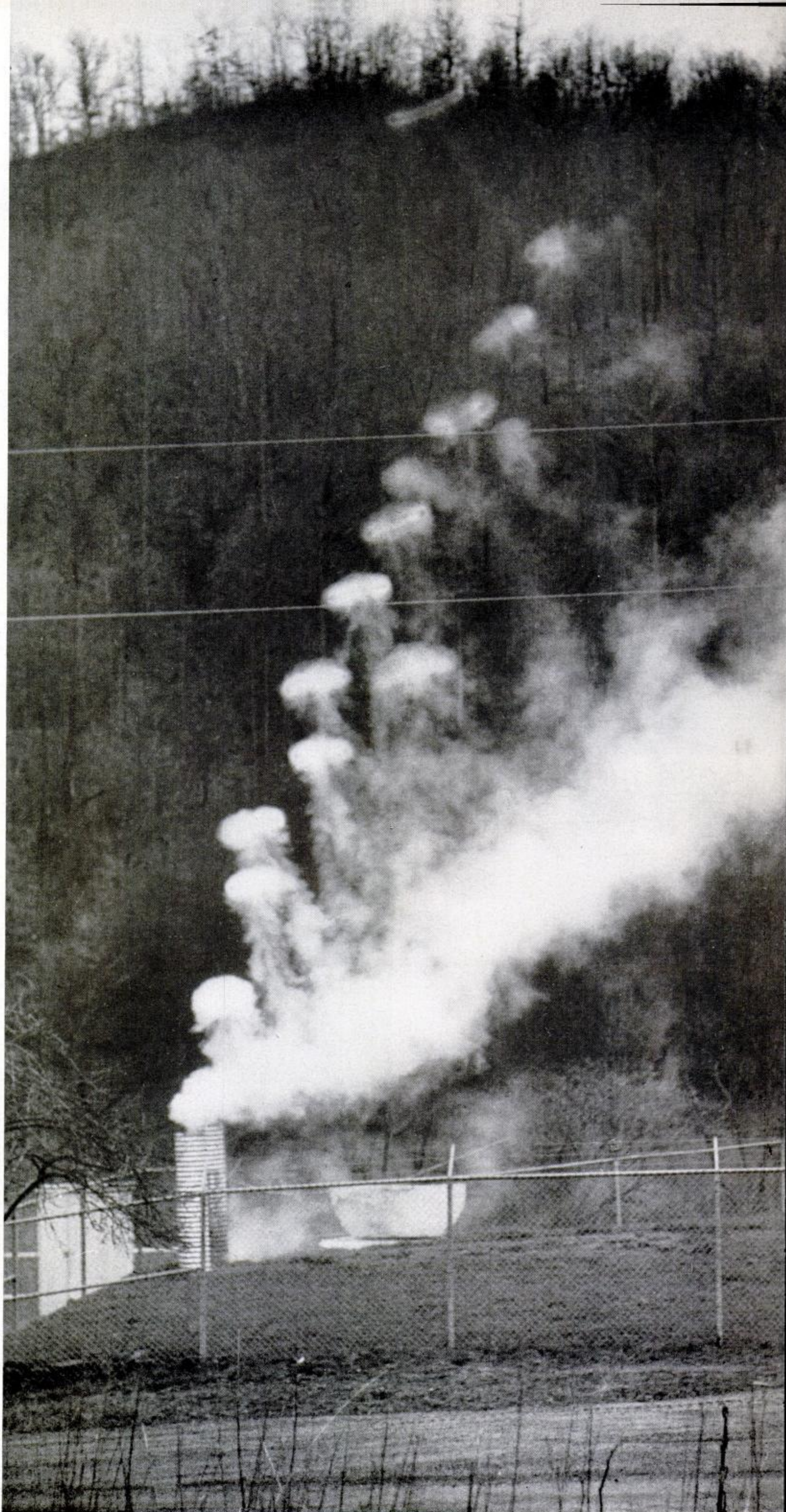
Last week White House wildlife brought on a bit of political give and take. Democratic Senator Neuberger reported that squirrels were being deported for scratching up the President's putting green. The President knew nothing

about it but others reported only three had been trapped. Neuberger noted that District of Columbia law prohibits such trapping but the White House countered that it was a national park. Many squirrels remain on the premises.



## SMOKESTACK RINGS

As he was driving near Ravencliff, W. Va., LIFE Photographer Edward Clark saw a series of big smoke rings rising in the air. Jumping out, Clark snapped the picture, confident that he was recording a unique phenomenon. On checking, Clark found that the rings came from a compressor station on a natural gas pipeline. Water injected into the exhaust of the compressor engine to cool and muffle it is blown out in rings of steam with each puff of the exhaust. "The oddest thing about it," says Clark, "is that although most people, like me, have probably never seen one before, a lot of West Virginia smokestacks blow smoke rings all the time."







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